

TOUCHMARK

# AWARDS & RECOGNITION



**"What are you waiting for? The sooner, the better!"**

*— Janet B., Touchmark resident since 2009, NSC graduate, mother of three*

**EXPERIENCE THE (FULL) LIFE.**

**TOUCHMARK**  
SINCE 1962

"I have several friends I'm working on to move here. They're all alone, waiting around in their big old houses. Long to them, it's great! What are you waiting for? They think they're keeping onto their independence by staying put, but I didn't know true freedom would come here. No worries and nothing I have to do except figure out my next adventure. Then they say, 'Oh, but it's too expensive, Janet.' I say, 'Cheaper! If I can afford it, you can too!'"

**Friends invite friends to Touchmark.**

**TOUCHMARK ON SOUTH HILL**  
A 50+ year-old retirement community offering elegance and opportunities.

Discover for yourself why more and more friends are choosing Touchmark on South Hill. Please call 800-536-2929 for a brochure or to schedule a visit. Touchmark.com/Janet

2029 S Waterford Drive • Spokane, WA 99201  
www.touchmarkresorts.com or call 800-536-2929



TOUCHMARK.COM

## **Our Mission**

*To enrich people's lives.*

## **Our Vision**

We aspire to be the premier provider of fulfilling lifestyle options for adults over 55 while supporting employees' personal and professional growth, offering investors a solid return, and enhancing the communities in which we live.

Touchmark's vision and work are regularly recognized by others in several areas:

**Buildings/Communities**  
**Life Enrichment**  
**Business**  
**Other**

## **Our Values**

EXCELLENCE  
TEAMWORK  
HOSPITALITY  
INTEGRITY  
COMPASSION

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# BUILDINGS/COMMUNITIES

TOUCHMARK AT MOUNT BACHELOR VILLAGE · BEND, OR



## **National Firewise USA® Program 2020-2021 Certificate of Recognition National Fire Protection Association**

Touchmark at Mount Bachelor Village has been awarded recognition as a designated Firewise USA® site. This acknowledges the action plan we developed that contains a prioritized list of wildfire risk reduction projects/investments on campus, including donating at least one hour of volunteer time per home within our community annually.

# BUILDINGS/COMMUNITIES

TOUCHMARK IN THE WEST HILLS · PORTLAND, OR



## **Top Projects – Multifamily 2019 Second Place Daily Journal of Commerce**

Touchmark in the West Hills was awarded Second Place in the Multifamily category for the DJC's 2019 top projects in the Northwest. The crowded field of 13 category finalists included innovative multifamily projects ranging from eastside trendy infills to high-rise towers in the Pearl District. Touchmark was the only senior-living finalist, and the fact that it placed second is a testament to this project's innovation.



# BUILDINGS/COMMUNITIES

TOUCHMARK IN THE WEST HILLS · PORTLAND, OR



## **Excellence in Concrete – Residential Retirement 2019 Oregon Chapter American Concrete Institute Oregon Concrete & Aggregate Producers Association**

The Touchmark in the West Hills project was judged against numerous other projects in 18 different categories. Out of 49 recently completed projects in Oregon and Southwest Washington, this award represents the best work being done in the area today.

# BUILDINGS/COMMUNITIES

TOUCHMARK IN THE WEST HILLS · PORTLAND, OR



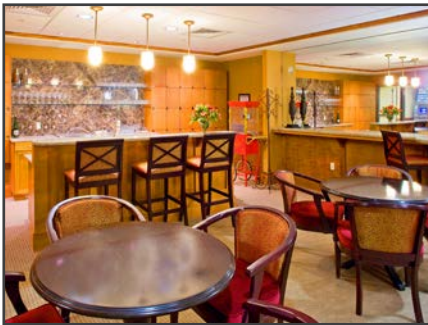
## **Award of Merit 2019 Environments for Aging Design Showcase Emerald Expositions, LLC**

Touchmark in the West Hills received the top honor—the Award of Merit—in the 2019 Environments for Aging annual Design Showcase. The 18 judges deemed Touchmark's project rose above the other 43 evaluated, exceeding all criteria and truly raising the bar on retirement living.



# BUILDINGS/COMMUNITIES

TOUCHMARK AT MOUNT BACHELOR VILLAGE · BEND, OR



## **Best Independent Living Community 2009 Gold Award – Best of 50+ Housing National Association of Home Builders**

Touchmark at Mount Bachelor Village's Cliff Lodge and Terrace Lodge received the highest award given at the Best of 50+ Housing Award. Jurors stated, "This is not only a beautiful example of regional architecture but a great community ... All aspects of the project are of high quality and finish with units maximizing views and common areas maximizing function."

# BUILDINGS/COMMUNITIES

TOUCHMARK AT MEADOW LAKE VILLAGE · MERIDIAN, ID



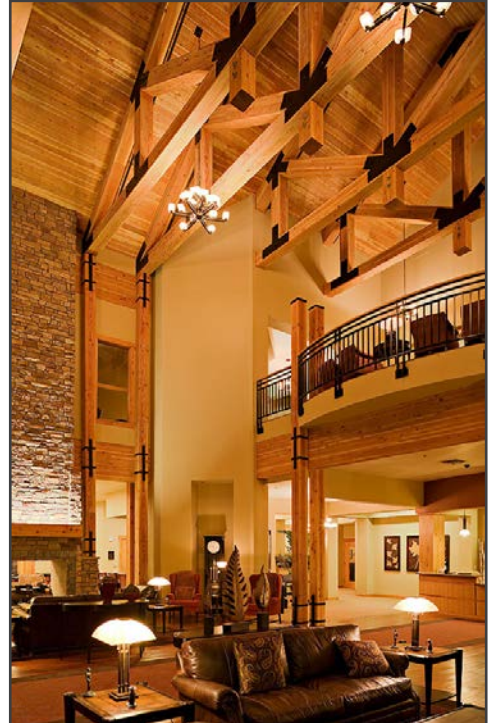
## **Best Seniors Housing 2008 Gold Nugget Award Pacific Coast Builders Conference**

The Gold Nugget Awards program is the oldest and largest program of its kind, honoring creative achievements in architectural design and land-use planning. Touchmark at Meadow Lake Village is the only development in the Treasure Valley to receive this award. The award was given for Touchmark's excellence and value.



# BUILDINGS/COMMUNITIES

TOUCHMARK AT MEADOW LAKE VILLAGE · MERIDIAN, ID

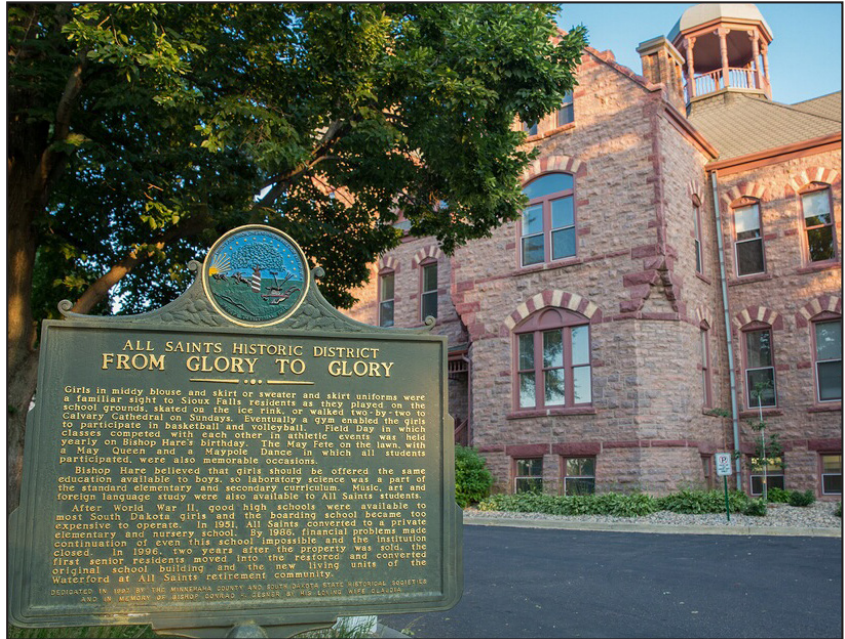


## Active Adult Clubhouses – Large 2008 Gold Achievement Award National Association of Home Builders

Touchmark at Meadow Lake Village is the only development in the Treasure Valley to receive this award, which recognized the Grand Lodge. This building features rich wood beams, natural colors reflecting the outdoors, expansive windows, and a wide array of amenities, such as restaurant-style dining, a fitness center, ballroom, and computer lab. Jurors described the clubhouse as “comprehensive” and “integrating.”

# BUILDINGS/COMMUNITIES

## TOUCHMARK AT ALL SAINTS · SIOUX FALLS, SD



### Senior Housing Council – Renovation 2002 Gold Achievement Award National Association of Home Builders

In 2002, Touchmark at All Saints received a Gold Achievement Award for renovation from the National Association of Home Builders Seniors Housing Council.



# LIFE ENRICHMENT

TOUCHMARK · BEAVERTON, OR



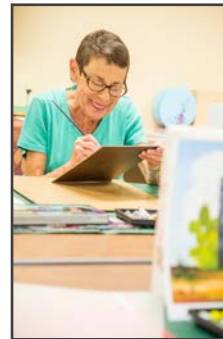
## **Fragrance in Frames 2017 Industry Innovators Award International Council on Active Aging**



Touchmark received this prestigious award for its Fragrance in Frames program, which mixes essential oils into paints to help support residents living with dementia, reducing the need for psychotropic medications. Results have included decreased agitation and behaviors, increased attention spans, improved handwriting, and expanded social engagement. Completed pictures are framed and hung throughout the memory care neighborhoods, and as new pictures are created, they replace the earlier paintings, which are placed in binders and used to reminisce with residents.

# LIFE ENRICHMENT

TOUCHMARK ON SOUTH HILL · SPOKANE, WA



## **2017 NuStep Pinnacle Award® Bronze Award for Senior Living NuStep, Inc.**

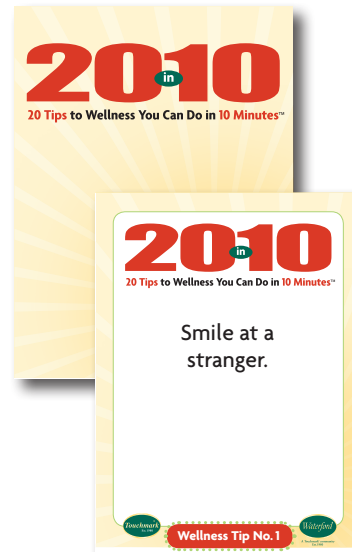
The NuStep Pinnacle Award, is awarded to senior living communities and senior centers that have successfully integrated whole-person wellness into their settings and created a culture of wellness. Touchmark on South Hill was selected from more than 30 applicants.

While only individual communities can apply, the award recognizes Touchmark's Full Life Wellness & Life Enrichment Program™ and the commitment to the seven dimensions of wellness that is present at every Touchmark community.



# LIFE ENRICHMENT

TOUCHMARK · BEAVERTON, OR



## 20in10 2010 Industry Innovators Achievement Award International Council on Active Aging



Touchmark was one of five companies selected in 2010 to receive this prestigious award. Touchmark received the distinction for its 20in10 ... 20 Tips to Wellness You Can Do in 10 Minutes™ program, which promoted simple things that people can do in 10 minutes to improve their health.

The tips covered all seven dimensions of wellness, which are incorporated into Touchmark's Full Life Wellness & Life Enrichment Program™. They include emotional, environmental, intellectual, occupational, physical, social, and spiritual.

# LIFE ENRICHMENT

TOUCHMARK · BEAVERTON, OR



## Let Your Spirit Soar

### 2008 Best Practices in Health Promotion and Wellness Award Health Promotion Institute

The Health Promotion Institute—part of the National Council on Aging—presented Touchmark with a Best Practice Award for Let Your Spirit Soar, a component of Touchmark's Full Life Wellness & Life Enrichment Program™. Touchmark was one of three organizations selected from more than 100 nominations throughout the United States.

Let Your Spirit Soar was designed to showcase the strengths, talents, and skills of Touchmark residents and staff in the area of lifelong learning and creativity. In addition to offering resident and staff recognition, the program supported the Touchmark Foundation, builds relationships with individuals and institutions from the broader community, and communicates the vibrancy of today's older adults.

# LIFE ENRICHMENT

TOUCHMARK · BEAVERTON, OR



## **Creative Fall Reduction Programming 2007 Falls-Free™ Coalition National Council on Aging**

The Falls-Free Coalition is part of the National Council on Aging. Touchmark's Fall Reduction and Awareness Program was one of 10 national programs the Coalition identified for creative programs and practices in home assessment and modification that can reduce home hazards.

Touchmark's program was the only one selected in any state where Touchmark is located. The essence of the program is the partnership created with residents to enhance balance and mobility, support independence, and thus reduce the risk of falls.

# BUSINESS

TOUCHMARK AT HARWOOD GROVES · FARGO, ND



**Kari Dick, Executive Director, Touchmark at Harwood Groves  
Women of Distinction – Rising Stars Class of 2019  
McKnight’s Senior Living and McKnight’s Long-Term Care News**

Touchmark at Harwood Groves Executive Director Kari Dick was recognized as an outstanding woman in the senior housing field by McKnight’s Senior Living and McKnight’s Long-Term Care News. Kari was one of 21 women named to the Rising Stars Class of 2019. Rising Stars are women 40 years of age or younger or have less than 15 years in the industry. All were required to demonstrate an exceptional commitment to the senior housing and care field.



# BUSINESS

TOUCHMARK · BEAVERTON, OR

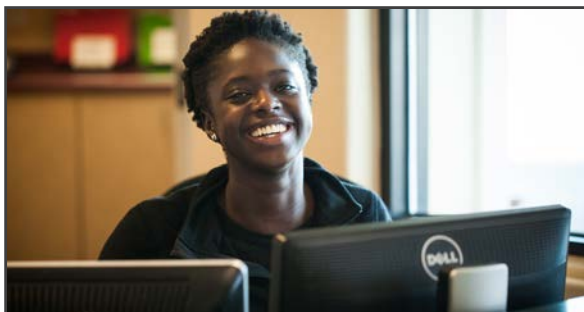


**Werner G. Nistler, Jr.**  
**Entrepreneur Of The Year® 2018 Award**  
**Lifetime Entrepreneur category, Pacific Northwest**  
**Entrepreneur Of The Year® 2018 Award, national finalist,**  
**Real Estate, Hospitality, and Construction category**  
**EY**

Werner Nistler received the Entrepreneur Of The Year® Award in the Lifetime Entrepreneur category in the Pacific Northwest. The award recognizes entrepreneurs who are excelling in areas such as innovation, financial performance, and personal commitment to their businesses and communities. He also was named a national finalist in the Entrepreneur Of The Year® 2018 Award in the Real Estate, Hospitality, and Construction category.

# BUSINESS

TOUCHMARK AT MEADOW LAKE VILLAGE · MERIDIAN, ID

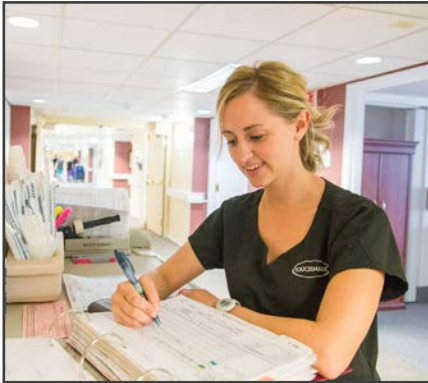


## **Small Business of the Year for 51+ employees 2018 Meridian Chamber of Commerce**

In 2018, the Meridian Chamber named Touchmark a Small Business of the Year for 51+ employees. Honorees were selected by email ballot from a committee of previous Small Business Award recipients. Criteria for nomination included being a person or business that contributes to the economic health of the community through exceptional business practices and customer service; demonstrates a high level of community involvement through participation in civic, community, and Chamber projects and activities; and provides positive encouragement for employees to participate in community activities through company policy and process.

# BUSINESS

TOUCHMARK ON SOUTH HILL · SPOKANE, WA



## **Best Nursing Homes 2017 - 2018 *U.S. News & World Report***

Touchmark on South Hill received another five-star rating and ranks again among the best nursing homes. The ranking is based on ratings by the Centers for Medicare & Medicaid Services for overall performance in health inspections, nursing staffing, quality of care, and more.

# BUSINESS

TOUCHMARK AT HARWOOD GROVES · FARGO, ND



## **Employer of the Year Award 2017 North Dakota State Division of Vocational Rehabilitation North Dakota Department of Human Services' Division of Vocational Rehabilitation (DVR)**

Touchmark at Harwood Groves was selected from eight regional award recipients to be honored for its efforts to support, develop, and inspire individuals with disabilities to achieve their employment goals and to reach their full potential within their community. Touchmark was selected for its welcoming work environment for people with disabilities.

All Touchmark staff are required to complete annual training on disabilities and workplace diversity, and team members in its vocational rehabilitation program receive the same compensation and benefits as other team members, along with any necessary accommodations.



# BUSINESS

TOUCHMARK · BEAVERTON, OR



## **2015 Oregon Ethics in Business Award Rotary Club of Portland**

Touchmark was a finalist for the 2015 Oregon Ethics in Business Award in the large business category. Sponsored by the Rotary Club of Portland, the awards showcase examples of high ethical standards for companies based in Oregon.

# BUSINESS

TOUCHMARK ON WEST PROSPECT · APPLETON, WI



## **2014 Business of the Year Town of Menasha**

The Town Board selected Touchmark on West Prospect for this honor based on Supervisor Greg Ziegler's recommendation. He said the group considered four other businesses before deciding on Touchmark.

"Touchmark has had a lot of expansion and growth and is a real asset to the town," Ziegler said, citing reasons the retirement community was recognized.

# BUSINESS

TOUCHMARK ON WEST PROSPECT · APPLETON, WI



## **2014 Exemplary Employer Award Wisconsin Department of Workforce Development**

The Wisconsin Department of Workforce Development Division of Vocational Rehabilitation (DVR) recognized Touchmark on West Prospect in Appleton as a winner of the Governor's Exemplary Employer Award. Touchmark was among six companies receiving the first-time award in appreciation of their commitment to progressive employment practices for people living with disabilities.

Touchmark was honored for a variety of efforts over several years. The retirement community has worked with Valley Packaging Industries and Clarity Care to provide on-site experience and has hired a number of individuals. Many have worked in Dining Services; others have gained knowledge in Touchmark's Housekeeping and Building Services departments.



# OTHER

TOUCHMARK · BEAVERTON, OR



## 26th Annual Communicator Awards of Distinction 2020

### Academy of Interactive and Visual Arts

- Marketing/Promotion
- Cause Marketing for Integrated Campaign
- Promotional for Integrated Campaign

The Communicator Awards honors work that transcends craft—work that makes a lasting impact. The Touchmark Marketing team launched a three-year campaign featuring the inspiring stories of four female residents each year in honor of Women's History Month. With over 6,000 entries received from across the U.S. and around the world, the Communicator Awards is the largest and most competitive awards program honoring creative excellence for communications professionals.

# OTHER

TOUCHMARK AT MOUNT BACHELOR VILLAGE · BEND, OR



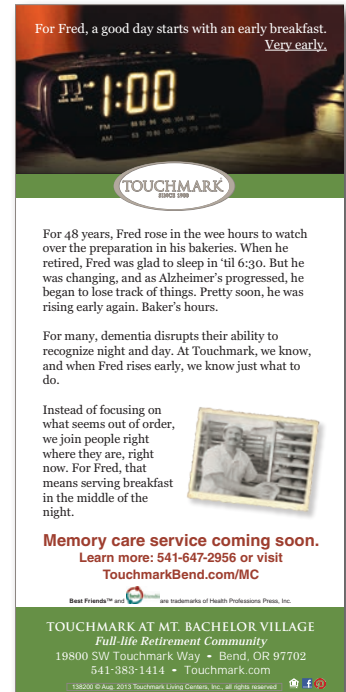
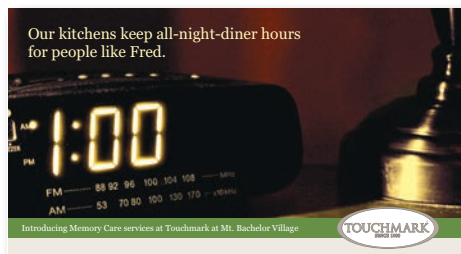
## **2014 Safe Sidewalks Award**

### **Deschutes County Bicycle and Pedestrian Advisory Committee**

This award, presented to Touchmark at Mount Bachelor Village, recognized property owners and businesses that not only follow but also exceed the legal requirements of keeping their sidewalks safe and clear of debris and hazards.

# OTHER

## TOUCHMARK · BEAVERTON, OR



## Best Integrated Marketing Strategy or Campaign

## 2014 Gold Award

## National Association of Home Builders

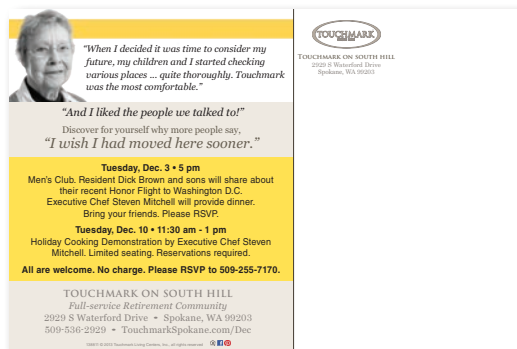


This award from the NAHB's 50+ Awards—considered the premier design and marketing competition for the 50+ housing industry—recognized Touchmark's campaign to promote the new memory care service at Touchmark at Mount Bachelor Village. The campaign included radio, web, eBulletins, direct mail, advertisements, and social media.



# OTHER

## TOUCHMARK · BEAVERTON, OR



### Best 50+ Direct Mail Piece or Campaign 2014 Gold Award National Association of Home Builders

Touchmark's 2013 direct-mail testimonial campaign (*I wish I had moved here sooner!*) was recognized by the NAHB's 50+ Awards—considered the premier design and marketing competition for the 50+ housing industry.

# OTHER

## TOUCHMARK · BEAVERTON, OR



### Best 50+ Brochure 2014 Gold Award National Association of Home Builders

Considered the premier design and marketing competition for the 50+ housing industry, the NAHB's 50+ Awards recognized Touchmark's {FULL} Life brochure. The brochure highlights seven individuals' stories that convey sentiments such as joyful, flavorful, mindful, and thankful.

# OTHER

TOUCHMARK · BEAVERTON, OR



*"We all say,  
'Why did we wait  
so long?'"*

— Joan J.  
Touchmark resident since 2012  
Believes in keeping well, staying active

TOUCHMARK  
SINCE 1990

EXPERIENCE THE (FULL) LIFE.

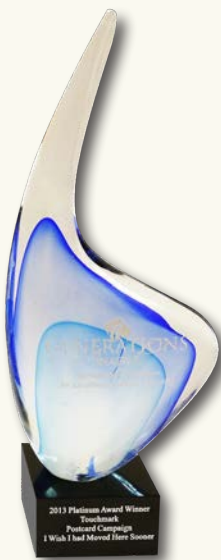
EVERY DAY IS A NEW ADVENTURE.

**Thursday, Oct. 10 at 4:30 pm**  
Oktoberfest Cottage Party  
Enjoy German food and a German choir (music begins at 5 pm).

**Thursday, Oct. 24 at 6:30 pm**  
Harvest Festival & Carnival  
Annual event with games, prizes, and trick-or-treating for local children.  
RSVP to 509-255-7170.

TOUCHMARK ON SOUTH HILL  
Full-service Retirement Community  
2929 S Waterford Drive • Spokane, WA 99203  
509-536-2929 • TouchmarkSpokane.com/Oct

10/04/17 © Sept. 2013 Touchmark Living Centers, Inc., all rights reserved.



## Postcard Campaign 2013 Platinum Award – Generations International Competition for Excellence in Senior Marketing

This award was given to Touchmark for its *I wish I had moved here sooner!* campaign. The Generations Award is an annual international competition that recognizes work created specifically for the 50+ mature market. Each entry is evaluated by a panel of communication professionals and judged on content, design, effectiveness, and overall excellence.



TOUCHMARK · BEAVERTON, OR

A close-up photograph of a black digital clock with yellow LED digits showing 1:00. The clock has 'AM' and 'PM' indicators and a frequency display at the bottom showing FM and AM bands with various station numbers. To the right of the clock is a portion of a brass lamp base. The background is dark and out of focus. A green banner at the bottom contains white text and the Touchmark logo.

**Back in the day, Fred ran a chain of bakeries.**

**A short while later he knew there had to be more to life than only, preparing for rush-hour commuters.**

**When Fred retired, he indulged in enjoying small life. It was fun, changing, and an Alzheimer's problem.**

**He began taking his time. Twenty years, he was living early with Alzheimer's.**

**Fred lived in one of our Touchmark memory care neighborhoods, where we always kept the kitchen open for him, where Fred could cook.**

**Important? You bet. Because people with Alzheimer's often confuse morning and night. They know this, so we adjust. And when Fred's time is later in the hour, he has only one question. "How do you and your care?"**

**24-hour living in Touchmark's memory care neighborhoods. It's one way we care. And it's for people like Fred.**

**Learn more: 341-457-5565 • TouchmarkandFred.com/Fred**

**Memory care services at Touchmark at Mt. Bachelor Village: Opening this fall.**

With years of success in other Touchmark memory care neighborhoods around the country, we now have the same exciting lifestyle in:

- Studios inside a neighborhood designed for security, comfort, privacy, and community.
- Programs that adjust to, support, and accommodate individual needs to individual needs.
- A team with a 24-hour care helping people have their best days.

**Best Days?™** is an industry-leading approach to caring for people with dementia.

**Touchmark at Mt. Bachelor Village is a new Fred Bear Touchmark Community.**

Best Days?™ is a registered trademark of Fred Bear Properties, Inc.  
© 2016 Touchmark Communities of Fred Bear Properties, Inc.

For Fred, a good day starts with an early breakfast. *Your early.*

For 18 years, Fred rose in the bed hours to watch over the preparation in his bakeshop. When he retired, Fred was glad to sleep in 'til 6:30. But he was changing, and as Alzheimer's progressed, he began to lose track of things. Pretty soon, he was rising early again. Buzzer's hours.

For many, dementia disrupts the ability to recognize night and day. At breakfast, we learn, and when Fred rose early, we knew just what to do. We join people right where they are, right now. For Fred, that means serving breakfast in the middle of the night.

Opening room for people with Alzheimer's disease or other dementia illnesses: memory care services at The Memory Center.

To reserve call us at 541-393-1414. Learn more at [TheMemoryCenter.com/MC](http://TheMemoryCenter.com/MC)

Best Friends® is an industry leading organization to caring for people with dementia. We are located at 1001 N. Boulder Village in a certified Best Friends Retirement Community.


TOUCHBACK® at THE BUCKLEHORN VILLAGE  
Full-Adj. Retirement Community  
10001 North Boulder Village • Suite 100 • Denver, CO 80231  
303.587.1414 • [TheMemoryCenter.com](http://TheMemoryCenter.com)

TOUCHBACK®  
The Official Retirement Community of the Alzheimer's Association  
© 2014



The screenshot shows a Facebook page for "U.S. Bachelor Village Retirement Community". The page has a blue header with the name and a navigation bar. The main content area displays a post from the community, featuring a scenic photograph of a lake and mountains. The post includes a caption about the fall view and a "Like" button. The right sidebar contains a "Recent" section with a list of posts and a "Photos" section with a list of photos.

For Fred, a good day starts with an early breakfast.  
*Very early.*




A black digital alarm clock with a green LED display showing "7:00". Below the main display, there are smaller displays for "FRI", "ALARM", "SNOOZE", "STOP", "LIGHT", and "BATTERY". The clock has several buttons on top and sides.

**TOUCHMARK**  
BOND OWN

For 48 years, Fred rose in the wee hours to watch over the preparation in his bakeries. When he retired, Fred was glad to sleep in 'til 6:30. But he was changing, and as Alzheimer's progressed, he began to lose track of things. Pretty soon, he was rising early again. Baker's hours.

For many, dementia disrupts their ability to recognize night and day. At Touchmark, we know, and when Fred rises early, we know just what to do.





A photograph of an elderly man, Fred, wearing a white short-sleeved button-down shirt. He is standing behind a glass display case filled with various baked goods like breads and pastries. He is smiling slightly at the camera.

Instead of focusing on what seems out of order, we join people right where they are, right now. For Fred, that means serving breakfast in the middle of the night.

**Memory care service coming soon.**  
Learn more: 541-647-2956 or visit  
[TouchmarkBend.com/MC](http://TouchmarkBend.com/MC)

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**TOUCHMARK AT MT. BACHELOR VILLAGE**  
*Full-life Retirement Community*  
19800 SW Touchmark Way • Bend, OR 97702  
541-383-1414 • [Touchmark.com](http://Touchmark.com)

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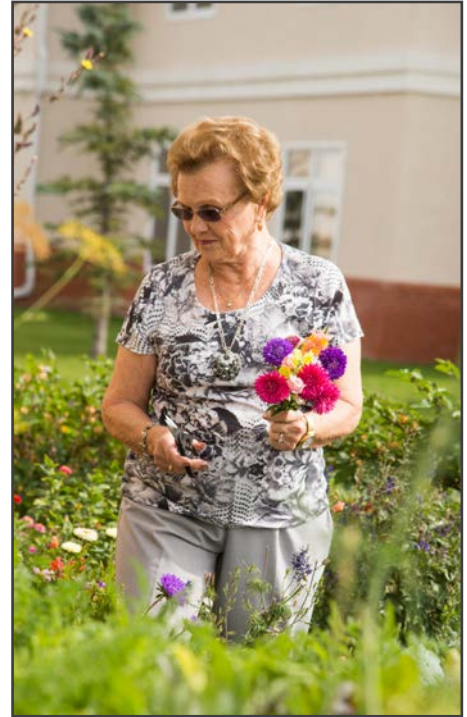


**Integrated Marketing Campaign  
2013 Gold Award - Generations  
International Competition for  
Excellence in Senior Marketing**

The Generations Award is an annual international competition that recognizes work created specifically for the 50+ mature market. A panel of communication professionals evaluates and judges each entry on content, design, effectiveness, and overall excellence. The panel selected Touchmark's *Fred* campaign, which promoted a new memory care service.

# OTHER

TOUCHMARK AT WEDGEWOOD · EDMONTON, AB



## **2013 Community Garden Award Sustainable Food Edmonton**

Touchmark at Wedgewood's Garden Club has been active for several years. Residents select and plant vegetables, herbs, and summer annuals, enjoying the blooms and fruits of their labors. The Club is part of Touchmark's Full Life Wellness & Life Enrichment Program™ and supports residents' gardening interests as well as encourages the sharing of the harvest with the rest of the community.

# OTHER

TOUCHMARK · BEAVERTON, OR



*"What are you waiting for? The sooner, the better!"*

— Janet B.  
Touchmark resident since 2009  
Raised 3 wonderful children

*"I encourage people to come here because they're younger ..."*

*"I have several college friends I'm really working here. They're all alone, rattling around in their homes. I say to them, 'It's time!' ... There's nothing I have out how many adventures and activities I'm going to do."*

*"I wish I had moved here."*

**TOUCHMARK**  
SINCE 1960

**EXPERIENCE THE {FULL} LIFE.**

**Discover why people move to Touchmark. Join Us!**

**The Not So Newlywed Game**  
Thursday, Feb. 14 at 1 pm in the Lobby

**Cottage Dinner Party**  
Thursday, Feb. 28 at 4:30 pm in Hoyles Game Room  
RSVP at 509-255-7170.

**TOUCHMARK ON SOUTH HILL**  
Full-service Retirement Community  
2929 S Waterford Drive • Spokane, WA 99203  
509-536-2929 • Touchmark.com

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## Direct Mail Campaign 2012 Gold Award Association of Marketing and Communications Professionals

Touchmark's direct-mail campaign (*Experience the Full Life*) received the MarCom Award. This annual, international competition recognizes outstanding creative achievement in marketing and communication. In 2012 there were more than 6,000 entries from the U.S., Canada, and other countries.



# OTHER

## TOUCHMARK · BEAVERTON, OR

**"There's always  
some great  
activity we  
dare not miss!"**

— **Bob & Nadine F.**  
Cottage residents since spring 2012  
Met on the WSU "Yell" Team  
Raised 3 children

**EXPERIENCE THE {FULL} LIFE.**

**TOUCHMARK**  
SINCE 1980

Discover for yourself why  
and more friends are choosing  
Touchmark on South Hill

Please call 509-536-2929  
brochure or to schedule a visit.

**TOUCHMARK ON SOUTH HILL**  
A full-service retirement community offering cottages and apartments

2929 S Waterford Drive • Spokane, WA 99203  
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**"I just didn't  
think we  
were ready  
for this, yet."**

— **Bette & Tom G.**  
Cottage residents since summer 2011  
Married in 1956; raised 1 daughter

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### Advertising Campaign 2012 Gold Award Association of Marketing and Communications Professionals

Touchmark's *Experience the Full Life* advertising campaign was recognized. The MarCom awards are given annually to organizations throughout the U.S., Canada, and other countries; they recognize outstanding achievement in marketing and communication. More than 6,000 entries were submitted for consideration this year.

# OTHER

## TOUCHMARK · BEAVERTON, OR



### The {FULL} Life Brochure

### 2011 Gold Award

### International Council on Active Aging



As part of its efforts to change perceptions of aging and overturn ageist stereotypes, ICAA launched a Changing the Way We Age® Campaign. This was the first year it presented Rebranding Aging awards to recognize a “positive, realistic view of aging.”

Touchmark’s brochure highlights seven individuals’ stories that convey a full life, such as joyful, flavorful, mindful, and thankful.

# OTHER

TOUCHMARK AT MOUNT BACHELOR VILLAGE • BEND, OR




## **2009 Senior Leadership Award Oregon Governor's Council on Physical Fitness and Sports**

Touchmark at Mount Bachelor Village received one of the first annual awards presented by this Governor's Council. The award is based on exemplary leadership and achievement in senior programming and enrichment.





**TOUCHMARK.COM**

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