



Contact: Kathleen Caputi
Epoch 5 Public Relations
kcaputi@epoch5.com
631-427-1713

Jefferson's Ferry Wins National Award for Organization-wide Wellness Program "Embraceable You"

Setauket, NY...March 3, 2015 ... Jefferson's Ferry Lifecare Retirement Community has been selected by Mather LifeWays Institute on Aging as a winner of its Promising Practices Award. This national award recognizes organizations that are moving away from conventional practices by developing and implementing new and innovative approaches in aging well within long-term care and senior living communities. This year's award drew applications from 20 states, a record high. Jefferson's Ferry was among the 30 finalists taken to the selection committee and was chosen as a winner based on their practice's innovation, the outcomes presented, and the replicability of the practice.

"The Promising Practices Award honors Jefferson's Ferry for its implementation of a new organization-wide focus on wellness," said Sara McVey, Vice President, Mather LifeWays. "The 'Embraceable You' campaign championed the idea of the power of touch, resulting in positive indications of well-being."

Jefferson's Ferry, Long Island's first Lifecare Retirement Community, is home to more than 400 residents age 62 and older who live in the community's independent residences, enhanced assisted living accommodations and skilled nursing unit.

"It is extremely rewarding to be acknowledged in this way by Mather LifeWays Institute on Aging, and gratifying to know that our Embraceable You program can further make a positive impact outside of Jefferson's Ferry," said Bob Caulfield, President and CEO of Jefferson's Ferry. "These awards are very affirming of our overall mission."

A full complimentary report on the 2014 Promising Practices winners and honorable mentions, "Innovation at Work" is available at www.matherlifewaysinstituteonaging.com/promising.

In addition to its Promising Practice award, Jefferson's Ferry was recently voted "The Best of Long Island" by the *Long Island Press* in two categories-- Best Retirement Community and Best Assisted Living. Jefferson's Ferry enjoys a BBB-bond rating from Standard & Poor's, a 5-star rating from The Centers for Medicare and Medicaid Services (CMS), and was named a "Best Of" nursing home by *U.S. News & World Report*. Last year, Jefferson's Ferry was a finalist in the Hauppauge Industrial Association's Business Achievement Awards program.

About Jefferson's Ferry (www.jeffersonsferry.org)

Jefferson's Ferry is a not-for-profit lifecare retirement community for active adults age 62 and above, with cottages, apartments, assisted living, and a quality health care center all on one site. Located in South Setauket, a vibrant community along Long Island's north shore, Jefferson's Ferry is surrounded by various attractions, shopping, beaches, theaters, and a world-renowned university. Jefferson's Ferry offers exceptional living and amenities, including restaurants, fitness center, indoor pool, computer center, library, recreational areas, gardens, and gazebos. A mix of cultural excursions, civic activities, and a community of residents who participate in shaping Jefferson's Ferry's future, ensures a spirited and engaged lifestyle.

About Mather LifeWays

Based in Evanston, Illinois, Mather LifeWays is a 70+-year-old unique, nondenominational not-for-profit organization that enhances the lives of older adults by creating Ways to Age Well. Mather LifeWays Institute on Aging is its research and education area of service which conducts applied research and develops award-winning, evidence-based education programs. To learn more about Mather LifeWays Institute on Aging, or Mather LifeWays senior residences and community initiatives, please call (847) 492.7500 or find your way to www.matherlifeways.com.

###