



Brookdale Senior Living Solutions Newsroom

## **Brookdale Senior Living Hosts Inaugural "Celebrate Aging Film Festival"; "And the Award for Best Picture Goes to..."**

NASHVILLE, Tenn., Sept. 26, 2017 /PRNewswire/ -- Brookdale Senior Living is determined to change the perception of aging. The senior living company pursues this in original ways; from celebrating kindness and beauty at any age, to the most recent project: the "Celebrate Aging Film Festival."

For the last few months, residents and associates at Brookdale's senior living communities across the country have written, filmed, directed and edited 5 minute movies, using only iPads, for Brookdale's inaugural "Celebrate Aging Film Festival."

The company will honor the submissions during the inaugural "Celebrate Aging Film Festival" awards event at the historic Franklin Theatre, in Franklin, Tennessee, on October 4, 2017. Residents from the nine communities with nominated films, accompanied by a Brookdale associate, will be traveling from all over the country to middle Tennessee in hopes of going home with one of the awards.

These "movie stars" will receive the celebrity treatment; including a red carpet walk with photographs and a special screening and award show.

The film festival was created to help change the perception of aging and to communicate a positive, uplifting or touching message that celebrates aging. The project is an opportunity for residents and associates to work together creatively using the iPad technology at each of the senior living communities.

"We know there are a lot of stereotypes of what it means to get older," said Carol Cummings, senior director of Optimum Life Engagement. "We are out to change that and think the film festival has so much potential for that."

Brookdale communities had until July 31 to submit their film. From there, the 74 submitted films were narrowed to nine in the Best Picture, Best Writing, Best Acting and Best Technical Design categories. The nine finalists were all eligible for the Ecolab's People Choice Award, voted on by the public. Click [here](#) to vote; voting ends October 2nd. In addition to these awards, one film will receive the Courage Award. This category will highlight the film that tells the story of courageous older adults who are living life to the fullest in the face of significant challenges.

## **About Brookdale**

*Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,039 communities in 46 states and the ability to serve approximately 102,000 residents as of June 30, 2017. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health and hospice services.*

## **About Ecolab**

*A trusted partner at more than one million customer locations, Ecolab (ECL) is the global leader in water, hygiene and energy technologies and services that protect people and vital resources. With 2014 sales of \$14 billion and 47,000 associates, Ecolab delivers comprehensive solutions and on-site service to promote safe food, maintain clean environments, optimize water and*

*energy use and improve operational efficiencies for customers in the food, healthcare, energy, hospitality and industrial markets in more than 170 countries around the world. For more Ecolab news and information, visit [www.ecolab.com](http://www.ecolab.com).*

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