

FOR IMMEDIATE RELEASE

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THE FOREST AT DUKE

KEEP GROWINGSM



The Forest at Duke wins Beacon Award for ‘Best in Wellness’

[Durham, NC], January 5, 2022 – The Forest at Duke has won the 2021 ICAA NuStep Beacon Award, which recognizes and honors the *Top 25 ‘Best in Wellness’ senior living communities in North*

America. Sponsored by the International Council on Active Aging (ICAA), which leads, connects and defines the active-aging industry, and NuStep, LLC, a major manufacturer of recumbent cross-trainers used in healthcare, senior living and fitness centers, this award annually honors the best and brightest organizations.

“The global pandemic has further reinforced the vital importance of wellness as a lifestyle,” says Colin Milner, CEO and founder of ICAA. “Congratulations to each of these award-winning communities for embodying wellness and serving as examples of how to successfully empower their residents to pursue a rich, active life.”

Seven key dimensions comprise wellness: emotional, physical, intellectual, social, spiritual, vocational and environmental. Equally nurturing and prioritizing each dimension not only can enhance overall wellbeing but also can lead to greater engagement, higher expectations and better outcomes.

“We realize *wellness* means something different for each resident and team member in our community,” Sheri Sampson, Community Wellness Manager at The Forest at Duke, shares. “We strive to meet people where they are on their wellness journey and offer opportunities to explore each dimension of wellness at their own pace. Here we foster an environment that allows everyone to *keep* learning, doing, moving, mixing, being, searching, sharing, and going. Through our programs, partnerships, community design, and classes, we encourage our residents and team members to *keep growing*.”

As the older adult population continues to expand, senior communities can have a significant effect on health, longevity and quality of life through their wellness culture. Beyond simply classes or programs, wellness ideally must permeate the environment as a mindset and daily pursuit for residents and all levels of staff. Beacon Award winner The Forest at Duke is helping to lead the way.

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About The Forest at Duke

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Since its opening in 1992, The Forest at Duke has been recognized as Durham's premier retirement community of choice. From an award-winning Health and Wellness center, to the addition of 15 new individual homes and a beautifully renovated 40,000 sq. ft. Community Center, The Forest at Duke continues to build on the legacy of offering exceptional service and care.

About NuStep, LLC

www.nustep.com

NuStep, LLC designs, manufactures and distributes recumbent cross trainer exercise equipment. NuStep products, accessories and adaptive equipment empower users of virtually all functional abilities and fitness levels to engage in exercise that helps build strength, enhance independence and improve health outcomes. From 1998 to 2018, NuStep sponsored the Pinnacle Award to recognize senior communities and senior centers transforming lives through whole-person wellness programming. The award also served as a vehicle to educate and encourage senior organizations to integrate whole-person wellness into their programming.

About the International Council on Active Aging (ICAA)

www.icaa.cc

ICAA, a professional association that leads, connects and defines the active-aging industry and supports professionals who aspire to develop wellness cultures for adults over 50. This includes creating wellness environments, programs and services. The association is focused on active aging - an approach to aging that helps older adults live life as fully as possible within all dimensions of wellness and provides its members with education, information, resources and tools. As an active-aging educator and advocate, ICAA has advised numerous organizations and governmental bodies, including the US Administration on Aging, the National Institute on Aging (one of the US National Institutes of Health), the US Department of Health and Human Services, Canada's Special Senate Committee on Aging, and the British Columbia (Canada) Ministries of Health and Healthy Living and Sport.

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