



**SENIOR LIVING RESIDENTS SET EXAMPLE FOR SOCIETY  
BY INITIATING CONVERSATIONS AROUND COMMON GROUND**

*Atria Senior Living Follows Up Award-Winning Atria StoryWise™  
with New Common Ground Edition and Additional App Topics*

**OCTOBER 15, 2018** – In a time when people seem more divided and polarizing rhetoric has replaced meaningful conversation, the need for constructive dialog is clear. One company knows exactly who is most qualified to set an example for others to follow – older people with wisdom gained throughout their decades of life experience.

The wisest people on earth have a unique and valuable perspective that makes it clear our personal, spiritual and political differences aren't nearly as important as the experiences, ideas and values we share. That is why, inspired by the 23,000-plus people who call its communities home, Atria Senior Living has created *Atria StoryWise: Common Ground Edition – 144 Thoughtful Ways to Bond with a Fellow Human*. A follow-up to 2017's award-winning *Atria StoryWise*, the *Common Ground Edition* will be given to all Atria residents this holiday season. The *Atria StoryWise* app has also been updated to feature new Common Ground topics. It is available as a free download on the App Store® and will be available on the Google Play® store in November.

*Atria StoryWise: Common Ground Edition* features thought-provoking topics in six categories: Experiences, Interests, Perspectives, Values, Dreams and Ponderings. Each topic is a new opportunity to discover what we have in common, better understand our differences and connect more deeply with one another.

Conversation starters include:

- Advice you didn't take but wish you had
- Technology that has been detrimental to society
- A current public figure you admire
- Something you wish you could invent
- A hobby or interest you gave up but would like to try again
- What your name would be if you were the eighth dwarf

“Our residents have lived through times of divisiveness and also great unity,” said Regan Atkinson, Senior Vice President of Customer Experience for Atria. “They have the perspective on life that empowers them to move beyond political and moral barriers and get to the heart of what really matters. We know our residents can set an example for all of us to follow.”

The original *Atria StoryWise* boxed set and app are collections of thoughtfully curated topics and cues designed to spark memories, tap into personal experiences and help people everywhere connect more deeply through the power of storytelling. They were an instant hit with residents, families and senior care professionals, and continue to inform event programming at Atria communities.

*Atria StoryWise: Common Ground Edition* is the latest in the company’s series of intentionally crafted holiday gifts for its residents and their families – gifts that don’t just bring temporary delight, but serve as the foundation for robust programming throughout the year and promote greater well-being and purposeful growth through connection. Programming will include peer-to-peer and intergenerational events to inspire people of all ages to benefit from each other’s perspectives.

“We believe people belong together. Our belief comes from serving thousands of people over the years – and more and more research continues to support that social connection and engagement is key to our overall well-being, especially as we age,” said Atkinson. “*Atria StoryWise* is a part of our larger commitment to helping our residents, families and employees connect and bond with each other.”

### **About Atria Senior Living**

Atria Senior Living is an industry-leading senior housing management services company, operating more than 225 communities and 27,000 units in the United States and Canada. Focusing on gateway cities, Atria has 27 communities in metropolitan New York and 43 in California with concentrations in the Bay Area, Orange County and western Los Angeles markets. Atria also has a significant presence in metropolitan areas of Toronto, Boston, Houston, Atlanta, Chicago and Philadelphia.

Atria has built its reputation as a leader in senior living with a focus on customer experience and quality. Its operating platform is one the most comprehensive in the industry and includes the use of internally developed, proprietary, leading-edge business support technology and advanced tools. Atria employs more than 16,000 people and operates a state-of-the-art Support Center in Louisville, Kentucky.

For more information about Atria, visit [AtriaSeniorLiving.com](http://AtriaSeniorLiving.com) and follow them on Facebook and Twitter.