



## **NEW STORYTELLING APP AND BOXED SET OF CARDS ENCOURAGE RELATIONSHIP BUILDING AND WISDOM SHARING**

*Atria StoryWise™ strives to help people create a wiser, more connected world  
– one story at a time.*

**November 13, 2017** – From the time humans first walked the earth, storytelling has been our purest way of preserving our cultural history and passing wisdom from generation to generation.

Today, we live in an age where we have access to dizzying amounts of cheap, often unsubstantiated information. Yet information does not equal wisdom. It only becomes wisdom when it is shared in the context of personal experience – which makes storytelling more important and valuable than ever.

Atria Senior Living serves more than 21,000 older people, with 1.8 million combined years of wisdom and perspective to share. That is why the company has created Atria StoryWise, a collection 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. It is available as an app and as a boxed set of cards.

Atria StoryWise 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 designed to help promote greater well-being.

Story topics include:

- The best invention during your lifetime
- An experience that changed your way of thinking
- A time you made your parents proud
- A time you were brave
- The funniest person you have ever known

“We know through our experience serving older people, and through our research partnerships, that social connection leads to a longer life and a better quality of life,” said Regan Atkinson, Senior Vice President of Creative, Marketing and Communications for Atria. “Stories help us connect and share the wisdom of our experiences with each other. The world could use a lot more wisdom right now.”

All residents of Atria's nearly 200 senior living communities across the U.S. and Canada will receive the boxed set. It is also available free to anyone who schedules a visit to an Atria community, while supplies last. The app allows you to record, share and keep stories forever.

**See video of Atria StoryWise in action at [AtriaStoryWise.com](http://AtriaStoryWise.com).**

**For more information contact Ben Adkins, Public Relations Manager at 502.779.7762.**

*Atria Senior Living is a leading operator of independent living, assisted living, supportive living and memory care communities in nearly 200 locations in 27 states and seven Canadian provinces. We are the residence of choice for more than 21,000 seniors, and the workplace of choice for more than 14,800 employees. We create vibrant communities where older adults can thrive and participate, know that their contributions are valued, and enjoy access to opportunities and support that help them keep making a positive difference in our world.*

*For more information about Atria, visit us online at [AtriaSeniorLiving.com](http://AtriaSeniorLiving.com) or follow us on Facebook or Twitter. For career opportunities and more information about working for Atria, visit [AtriaSeniorLiving.com/Careers](http://AtriaSeniorLiving.com/Careers).*