

**BILLIE JEAN KING & ATRIA SENIOR LIVING RESIDENTS TEAM UP  
ENCOURAGING GENERATIONS TO BOLDLY WRITE THEIR NEXT CHAPTER**  
Atria Residents Rewriting Aging with #AtriaNextStory Campaign

**OCTOBER 1, 2021** – People are living longer than ever before, and more older adults than ever are reimagining their next chapter of life. Together, Billie Jean King and Atria Senior Living residents across the U.S. and Canada are harnessing their wisdom and fervor for pursuing passions and goals to be bold in authoring the next chapter of their life story – regardless of age.

American sports icon, champion of equality and Presidential Medal of Freedom recipient Billie Jean King recounts in her recent book, “All In,” the many hurdles she has overcome in writing her own life story. “There’s no greater satisfaction and joy than boldly being yourself or redefining a life chapter – at any age,” King said. “As Atria’s Well-Being Coach, I am inspired by the thousands of older adults who author their own life story.”

Atria invites the public to share how they are embracing each day to rewrite life as they know it and redefine what it means to pursue passions later in life. Share #AtriaNextStory on social media and enter at [AtriaNextChapter.com](https://AtriaNextChapter.com) to win an Atria Next Chapter gift package, including an autographed copy of “All In” by Billie Jean King.

As Atria Senior Living’s Well-Being Coach, King recently sat down with three Atria residents to talk about their inspiring life stories, their hopes for what’s next in life, and their shared wisdom.

In Queens, New York, Ira Rubin failed music class as a student. But today at 77 years old, he leads the Music & Memories program at Atria Forest Hills. His adventurous spirit means artists along the likes of Lady Gaga, Elvis Presley, Bruce Springsteen, and Louis Armstrong are featured in each of his classes.

[For 94-year-old Sarah D’ercole Gabler](#), she reflects most on staying true to herself and her chapter of supporting her family as an artist and sculptor. It’s a theme that King connected with as the women’s movement was the cultural moment for many highlights of her long career. Both King and Gable, who is a resident at Atria on Roslyn Harbor, continue their passions by picking up a tennis racket or a paint brush every week. Gable said, “My motto is that if I can dream it and plan it, I can make it reality. No matter what may get in the way. It’s still a thrill every time a canvas is complete, and I’ve been an artist for more than 70 years. Next, I plan to host an art show in the next year, a bigger thrill.”

At Atria Tanglewood Nanci Tommasetti most enjoys discovering what each day will bring. In retirement, she has learned to paint, founded a short story writing group with her neighbors, serves as Resident Council President and volunteers often with elementary school students, who she considers also her grandchildren.

“We believe people belong together. People also inspire each other. It is awe-inspiring how the older adults who call Atria home are rewriting what it means to pursue passions, regardless of age or the perception of age,” said Justin Guest, Vice President of Resident Engagement at Atria Senior Living. “We applaud their boldness, celebrate their accomplishments and encourage others to bravely author their life chapter – at whatever age.”

**About Atria Senior Living**

*Atria Senior Living is a leading operator of independent living, assisted living, supportive living and memory care communities in more than 445 locations in 46 states and seven Canadian provinces. With the recent addition of Holiday Retirement to its portfolio, Atria is now the residence of choice for more than 45,000 older adults, and the workplace of choice for more than 17,000 employees. Atria creates 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. Atria’s management services business operates six distinct senior living brands: Atria Senior Living, Atria Retirement, Holiday Retirement, Atria Park, Gladwell Retirement, and a luxury brand in a joint venture with Related Companies. Atria’s subsidiary, Glennis Solutions, is the only fully integrated cloud-based software suite specifically designed to serve the senior housing industry.*

*For more information about Atria, visit [AtriaSeniorLiving.com](http://AtriaSeniorLiving.com) or follow them on Facebook or Twitter. For career opportunities and more information about working for Atria, visit [AtriaCareers.com](http://AtriaCareers.com). For more information on Glennis Solutions, visit [GlennisSolutions.com](http://GlennisSolutions.com). For more information about Holiday Retirement, visit [HolidaySeniorLiving.com](http://HolidaySeniorLiving.com).*

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