



UNITED METHODIST  
RETIREMENT COMMUNITIES



***For Immediate Release***

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*United Methodist Retirement Communities (UMRC) Foundation awarded competitive Seeding Artful Aging grant to catalyze the growing national Artful Aging movement*

Minneapolis, MN – United Methodist Retirement Communities (UMRC) Foundation was selected as one of only 15 nonprofit organizations throughout the U.S. to receive a grant from Aroha Philanthropies through its new national initiative, “Seeding Artful Aging.”

Chosen from a highly competitive field of more than 200 applicants, UMRC Foundation is among the first cohort of grantees to partner with Aroha Philanthropies in this seminal initiative designed to support the development and expansion of successful Artful Aging programs.

“We are thrilled to be at the forefront of the emerging field of Artful Aging and delighted to partner in the *Seeding Artful Aging* initiative to not only support our community but contribute to a growing national movement to bring the many benefits of artful aging to communities far and wide,” says UMRC Foundation President, Wendy Brightman. “We are ecstatic to have been chosen as the only program in Michigan and one of only four in the Midwest to participate in the first year of the *Seeding Artful Aging* initiative.”

Artful Aging programs inspire and enable older adults to learn, make and share the arts in ways that are novel, complex and socially engaging. This work is driven by teaching artists whose creative process and understanding of older adults bring joy, connection, improved health and well-being, and a renewed sense of purpose to older adults in community and residential settings.

Aroha Philanthropies’ generous grant to the UMRC Foundation will support *Story Lines: Sharing Life Experiences with the Generations through Art, Music and Drama*, an arts education series for residents at Chelsea Retirement Community (CRC), UMRC’s historic flagship campus. “Older adults have a wealth of amazing accomplishments and stories to share,” says Ashley Martin, CRC Executive Director. “Through instruction in art, music, and drama, this program will give our residents a variety of ways to express themselves and share their life experiences with each other, their families, and the local community.”

For more information about UMRC and UMRC Foundation, please visit [umrc.com](http://umrc.com).

For more information about Seeding Artful Aging, please visit [arohaartfulaging.org](http://arohaartfulaging.org).

*For more information or to request an interview, please contact Stacey Olson, Director of Public Relations, at 734-433-1000 ext. 7324 or [solson@umrc.com](mailto:solson@umrc.com).*

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## **About UMRC**

Building on a foundation of 110 years of service, [United Methodist Retirement Communities](http://umrc.com) is a faith-based, non-profit organization that promotes the wellness, dignity and independence of older adults, by providing high quality, innovative and compassionate senior residential care services across Southeast Michigan. [umrc.com](http://umrc.com)|734.433.1000

## **About UMRC Foundation**

The UMRC Foundation is the charitable arm for United Methodist Retirement Communities, with headquarters in Chelsea, Michigan. Since its inception in 1998, the UMRC Foundation has provided over \$15,000,000 through its Benevolent Care Fund to help UMRC residents remain in their homes when they outlive their resources. The mission of the UMRC Foundation is to promote the wellness, dignity, and independence of seniors by supporting UMRC residents, staff, and the communities UMRC serves. [umrcfoundation.com](http://umrcfoundation.com)|734.433.1000 ext. 7502

## **About Artful Aging**

Aroha defines “artful aging” as a subset of the broader field of creative aging. Artful aging programs inspire and enable older adults to learn, make and share the arts in ways that are novel, complex and socially engaging. Successful artful aging programs are led by teaching artists whose creative process and understanding of older adults bring joy, connection, improved health and well-being, and a renewed sense of purpose to older adults in community and residential settings. More information is available at [arohaartfulaging.org](http://arohaartfulaging.org).

## **About Aroha Philanthropies**

Aroha Philanthropies is devoted to the transformative power of the arts and creativity, inspiring vitality in those over 55, joy in children and youth, and humanity in adults with mental illness. We believe that learning, making, and sharing art enriches everyone throughout their lifetime. Aroha Philanthropies works to improve the quality of life of people 55+ by encouraging the funding, development, and proliferation of arts programs designed to enhance longer lives, and by advancing the development of professional teaching artists working with those in their encore years. More information is available at [arohaphilanthropies.org](http://arohaphilanthropies.org).