



FOR IMMEDIATE RELEASE

Contact: Kristin Puckett, 615-564-8481, kpuckett@brookdale.com

Entrepreneurial Filmmaker's Desire for Meaning Prompts Move into Senior Living Community

Spokane, Wash., Jan. 14, 2016 – A filmmaker seeking new meaning in her work is moving into a senior living community for six nights to see whether a movie she created can help the aging. Leah Iwaniuk, who has produced documentaries for the History Channel and Discovery Health, will eat, sleep, participate and socialize alongside the seniors Jan. 24-29 at Brookdale South Regal, 3117 E. Chaser Lane, Spokane. Her stay is part of Brookdale's Entrepreneur in Residence program, an initiative developed by America's largest senior living provider to help those designing products and services for the aging better understand their true wants and needs.

While residing at Brookdale South Regal, Iwaniuk will hold screenings for its residents of a 22-minute 3D film produced by 3Scapes Systems. The movie about a girl reminiscing about time she spent with her grandparents features vivid scenery and scenes with children and animals. It is designed to reduce senior depression and anxiety by reviving pleasurable memories sparking conversation about important life events. The film, devised for viewing by the aging eye, will be shown on a 9-foot by 12-foot screen to 10 residents at a time, all wearing 3D glasses.

"We call it immersive video therapy," said Iwaniuk, who has produced documentaries for Discovery Health and the History Channel. "The idea is to conjure powerful recollections through images that with the 3D technology seem very real."

Iwaniuk and owner of 3Scape Systems, Doug Cole, both based in Alberta, Can., produced the film "because we wanted to do something meaningful for seniors after seeing members of our families affected by challenges of aging," she said. The pair worked with a geriatric psychiatric team as it created the movie, with two clinical studies performed as part of the process.

Iwaniuk says her stay at Brookdale South Regal will be invaluable for the project. "I will see what kind of impact the film has on the residents on a day-to-day basis," she said. "It also gives me the opportunity to ask them for ideas for future productions." She and Cole would like to produce four more films in the near future and eventually offer a library of 30 with a selection of topics and cultural experiences.

Shereen Anglin, executive director of Brookdale South Regal, said: "All of us are looking forward to Leah Iwaniuk's stay. For our residents, giving their thoughts and insights into products and programs that can help seniors is very meaningful."

###

About Brookdale

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Currently Brookdale operates independent

living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,132 communities in 47 states and the ability to serve over 110,000 residents. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health, personalized living and hospice services.