



We Wish to Age Well

Many of us keep a list of tasks we need to complete each day. But, how many keep a "To-Do List" of special things we would like to experience during our lifetime?

At Brookdale, we find that most residents hold a desire for something they want to do, but for various reasons, have been unable to make that dream come true.

We believe it's part of our mission to listen and take in our resident's hopes and dreams with great care. When we discover that their wishes might be in the realm of possibility, Brookdale partners with the Wish of a Lifetime organization to try to make those dreams a reality.

Some of their wishes are new and adventurously daring, like skydiving, hot air ballooning or flight training. Others dream of reliving an experience from their youth, such as playing drums with a band. Some are veterans who wish to visit a war memorial or a Normandy beach to pay tribute to fallen friends. Others harbor a simple desire to reconnect with loved ones they haven't seen in years.

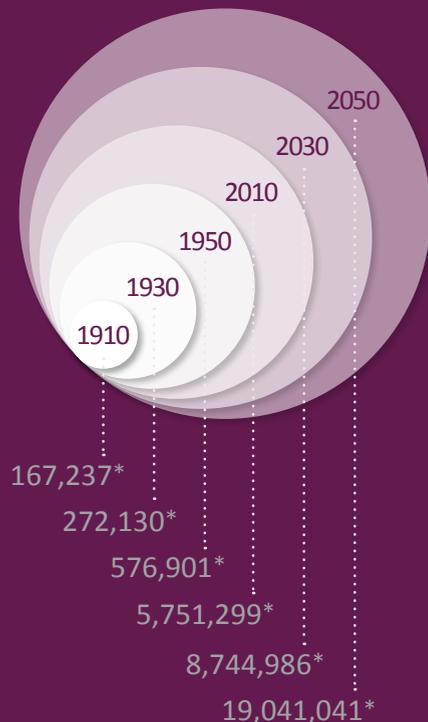
We tell the stories of events that shaped their lives, the obstacles they overcame, and their dreams that did not fade with time. Their stories can inspire the rest of us to purposefully re-engage with the world and begin aging well.

To submit a wish for a deserving senior, call your local Brookdale community or visit SeniorWish.org.

YOU'RE NEVER TOO OLD TO DREAM



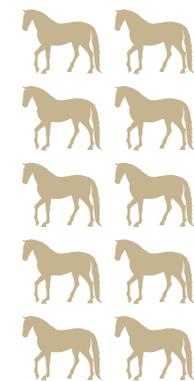
Americans are living longer than ever. Our population aged 85+ is the fastest growing segment - almost four times that of the total population. And the number is going to keep climbing in the decades ahead.



*Americans aged 85 and older

As seniors age, they're also remaining more active in their later years, learning new things, staying fit and fulfilling their dreams. Since 2008, Wish of a Lifetime has helped 1,000 seniors achieve their dreams, including the following:

4 Veterans returned to the beaches of Normandy
250 have renewed and celebrated their passions



10 have saddled up and ridden a horse

- 1** learned sign language
- 2** rode in a blimp
- 1** flew in zero-gravity
- 1** was a hat model for a day
- 4** have met US Presidents

39 rode hot air balloons



1 mowed the lawn for her 100th Birthday



3 played drums with a band



18 = Centenarians who had their wish fulfilled (17 women, 1 man)

1827 = Years on earth they represent

110 = Age of oldest recipient

83 = Average age of a Wish recipient



4 HAVE GONE SKYDIVING

- All of them were women
- One of them was 93
- Another had had a hip replacement!



2

ladies took the wheel of a semi-truck



3

swam with dolphins



24

earned their wings



206

have reconnected with a loved one

Granting a wish is about more than sending a senior on a trip or checking off an item on a bucket list. A wish reconnects a senior with their past, passions or important people in their lives, and shows the recipient that they are still valued and appreciated by their community. Brookdale senior living is proud to congratulate Wish of a Lifetime on granting its 1,000th wish and we look forward to continuing to partner with them as they move ahead to wish 1,001 and beyond.