EVENTIDE RECEIVES INNOVATION AND COMMUNITY COLLOBORATION AWARDS DURING LEADINGAGE MINNESOTA INSTITUTE & EXPO

SAINT PAUL – (Feb 13, 2019) – Eventide in Moorhead was recently recognized for innovative partnerships and community collaboration with two awards from LeadingAge Minnesota.

Minnesota's fast-growing aging population presents wide-ranging implications for our state. As the number of seniors will soon exceed the number school age children, aging services providers and communities across the state are dealing with how they can best serve the needs of an aging population and support the growing demand for professional caregivers.

Eventide is tackling this issue on two fronts – building stronger partnerships and intergenerational learning with Concordia College and serving as a catalyst in the redevelopment of downtown Moorhead.

"Aging services providers are more than businesses, caregivers or employers. We are catalysts for positive change," said Gayle Kvenvold, President and CEO, LeadingAge Minnesota. "As community partners, it is our responsibility to provide quality care and services that help seniors age well and live fully and to partner with the communities in which we live and operate to ensure they are viable, inclusive and accessible. Eventide in Moorhead is creating opportunities for economic vitality, workforce development and stability, and high-quality care, services and support for seniors."

Eventide received the Community Collaboration award for its Block E project, a new, four-story, mixed use building that will house four retail businesses, including a new restaurant, bank, investment company, health supplement store as well as Eventide's corporate office and 12 market-rate rent apartments. The announcement of the Block E project spur additional interested in the revitalization of downtown Moorhead and there are now at least four other new projects in development.

"Aging services providers represent economic opportunity, regardless of our size or location," said Jon Riewer, President and CEO, Eventide. "We need to be bold and actively seek out opportunities to be economic drivers outside of our traditional business model. The Block E project in Moorhead cements Eventide's long-established presence in this community. We have been here for 70 years, and we are here to stay – not only as an aging service provider but as a community builder."

Eventide received its Innovation award for its collaborative partnership with Concordia College. The two organizations have had a long-standing relationship that has produced many administrators working in long-term care communities across the state. In the past few years, Eventide has deepened its community partnership with Concordia by teaching an integral component of the Long-Term Care Administrator curriculum – Regulation Management.

Eventide staff teach 10 of the class sessions on its campus, which allows students to receive a "real-life" perspective on how regulations impact caregiving as well as provide Eventide staff the opportunity to share their experience and knowledge

In addition to serving as instructors, Eventide has implemented an intergenerational learning program by inviting students to volunteer in its organization and hosting the Cobber Kids, children who participate in the Concordia College day care program, to visit with residents once a week onsite. More than 80 students volunteered during the 2017-2018 school year, and the Cobber Kids weekly remain a highlight for residents, staff and the children who participate.

"Our collaboration, internships, volunteer programs and intergenerational programs are all part of Eventide's commitment and stewardship to be a strong community partner," said Nathan Johnson, Administrator, Eventide. "Our goal is to contribute to the vibrancy and economy of our community that will help keep people in Moorhead, provide learning opportunities, rewarding careers and ensure that seniors can remain engaged and connected to the place they call home.

About LeadingAge Minnesota
Driven to transform and enhance the experience of aging, LeadingAge Minnesota works alongside its members, caregivers, advocates and consumers to collectively shape the future of aging services and ensure older adults in every community live with dignity, meaning and purpose. Together with more than 60,000 caregivers, LeadingAge Minnesota members provide quality services and supports to nearly 70,000 older adults every day in independent senior housing, assisted living communities, adult day, in-home care and skilled nursing facilities.

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