



FOR IMMEDIATE RELEASE:
February 10, 2020

CONTACT: Jodi Boyne
jboyne@leadingagemn.org

Friendship Village Receives Innovation Award from LeadingAge Minnesota

SAINT PAUL, MN – (Feb 10, 2020) – Friendship Village in Bloomington was recently recognized with a Stars Among Us Innovation Award for broaching what can be a highly personal and sensitive topic among seniors – incontinence – in a fun, approachable way.

“Health conditions that come with aging are sometimes difficult to talk about and people often feel alone as they deal with them,” said Gayle Kvenvold, President and CEO, LeadingAge Minnesota. “Friendship Village created a light-hearted event that invited people to learn and talk openly about what can be a self-isolating issue and make incontinence as common of a topic as blood pressure or diet choices.”

Friendship Village unabashedly confronted the hard questions of incontinence in public with its (Stay) Dry Martini Party. The social gathering featured festive décor and leadership in party attire making and serving martinis as a pre-cursor to the main event -- education and awareness of incontinence.

The educational programming featured personal stories from staff about their own incontinence experiences, which helped invite the more than 100 residents in attendance to ask questions and share their stories. At the end of the event, residents left with information, health and wellness tips, and sample products.

“Friendship Village came together as a community to share something that can easily and understandably cause a person to feel vulnerable and isolate themselves when life is right there for the taking,” said David Miller, Executive Director, Friendship Village. “The comments and personal stories we received after the event validated this approach as it showed the level of bonding that took place and opened an ongoing dialogue among our residents and our staff.”

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, adult day, home care and skilled nursing settings.

###