

FOR IMMEDIATE RELEASE – January 7, 2021



Senior living community, Kavod Senior Life, wins Beacon Award for 'Best in Wellness'

DENVER, CO– Kavod Senior Life (Kavod) has won the 2020 ICAA NuStep Beacon Award, which recognizes and honors the Top 25 'Best in Wellness' senior living communities in North America. Kavod is among those recognized as best-in-class for successfully fostering a wellness-centered environment to benefit all who live and work in their community.

The award was created as a joint effort between [International Council on Active Aging \(ICAA\)](#) and [NuStep, LLC](#), a major manufacturer of recumbent cross-trainers used in healthcare, senior living and fitness, already mentioned above.

The ICAA is responsible for leading, connecting and defining the active-aging industry. CEO and founder Colin Milner says, *“Senior living communities have long been aware of how important wellness is for the health and well-being of their residents, but in recent years, wellness has evolved from being a programming option to becoming a way of life.”*

This evolution, says Milner, is also reflected in a survey recently conducted by the ICAA. The survey found that 59% of senior living communities state their business model will be wellness-centered with care services by 2023.* Kavod has successively partnered with its residents and staff to create relevant, meaningful opportunities and inspire participants to improve their quality of life.

Wellness is typically defined by seven key dimensions: emotional, physical, intellectual, social, spiritual, vocational and environmental. When each of these dimensions is equally nurtured and prioritized, it can enhance a sense of well-being among residents. It is this commitment and acknowledgement of how important wellness is for older adults that elevates resident health to new heights.

“From its inception, Kavod Senior Life has always promoted an aging-in-community model whereby residents can live their life independently and actively from their home on campus,” says Michael Klein, President and CEO. *“We emphasize this same wellness for our staff. As such, it is very humbling to be recognized for these efforts by such prestigious health leaders as the ICAA and NuStep LLC.”*

As the older adult population continues to grow and more individuals seek a better, longer life, where they choose to live is becoming increasingly important. How communities structure their wellness culture can have a significant effect on health and longevity. It's more than just practicing wellness; it's about having it permeate all aspects of life. As winners of the Beacon award, Kavod Senior Life is leading the way.

About Kavod Senior Life

www.KavodSeniorLife.org

Kavod Senior Life (Kavod) is celebrating its 50th year as a premier nonprofit organization in Denver, Colorado offering housing coupled with comprehensive support services to empower older adults to age with dignity and independence. As the 6th largest retirement community in Denver, Kavod's campus is comprised of 397 Independent and Assisted Living apartments for older individuals age 62+ and those with qualifying mobility impairments.

About NuStep, LLC

www.nustep.com

NuStep, LLC designs, manufactures and distributes recumbent cross trainer exercise equipment. NuStep products, accessories and adaptive equipment empower users of virtually all functional abilities and fitness levels to engage in exercise that helps build strength, enhance independence and improve health outcomes.

About the International Council on Active Aging (ICAA)

www.icaa.cc

ICAA, a professional association that leads, connects and defines the active-aging industry and supports professionals who aspire to develop wellness cultures for adults over 50. This includes creating wellness environments, programs and services. The association is focused on active aging - an approach to aging that helps older adults live life as fully as possible within all dimensions of wellness and provides its members with education, information, resources and tools.

For more information or questions, contact:

- Christie Ziegler, Director of Marketing and Communications, Kavod Senior Life, 303.382.7805, CZiegler@KavodSeniorLife.org
- Colin Milner, CEO, ICAA, Toll-free: 1-866-335-9777 (North America); Telephone: 604-734-4466; cell: 604-763-4595
- Jane Bensky, Marketing Communications Specialist, NuStep, LLC, Toll-free: 1-800-322-2209 (North America); Telephone: 1-734-418-1867, email: jbenskey@nustep.com