

PARKER PRESS

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CELEBRATING OUR MILESTONE ANNIVERSARY AND BRAND LAUNCH



It is not every day that an organization becomes 110 years young!

On May 11, 2017, Parker celebrated our historic milestone and took a big step toward changing, challenging, and expanding the conversation around aging in America. It proved an incredible day for everyone—with over 1,000 employees, residents, program participants, families, trustees, friends, and colleagues joining us across all our campuses to celebrate this auspicious and historic milestone.

The full slate of event happenings included: activities for attendees; prepared remarks from Parker executives, partners, and elected officials; and a special “fireside chat” between myself and Tao Porchon-Lynch, 98-year-old master yoga instructor and bestselling author.

As part of these festivities, Parker also officially unveiled its dynamic new brand and communications campaign—named **#WithIt**—which seeks to upend stereotypical and outmoded views about growing older. Parker’s brand campaign includes a range of audio-visual assets such as a new logo, posters, banners, and a brand film that brings to life these ideas about aging in America.

At each of our campuses, audiences cheered and applauded as they saw their friends and family members appear in our campaign film, posters, and banners.

For those of us who were present for the festivities on May 11, I hope this special edition of Parker Press serves as a kind of memento of our event. For those who were very much there in spirit, I hope these pages convey some of the energy and joy of that day.

The road ahead for Parker is an exciting one, and I’m thrilled we are on this journey together. Thanks again for all you do each and every day to make aging part of life.

Roberto Muñiz
Parker President and CEO



TAO PORCHON-LYNCH

MEET 98 YRS YOUNG TAO

When launching our new brand campaign, we sought to identify public figures who exemplify what being **#WithIt** is all about.

You might be familiar with Tao Porchon-Lynch from her recent appearance on America's Got Talent. Or from her bestselling book, *Dancing Light*. Or from profiles of her that appeared in *The New York Times*, among others.

Tao is a 98-year-old master yoga instructor, author, and all around life-force who personifies what it means to be **#WithIt**.

She very generously spent some time with us celebrating our milestone anniversary and helping introduce our new brand campaign, which she personifies to the max!

On May 11 Tao shared with us some of her favorite yoga poses, including Shoulder Stand and Lotus, both of which she practices regularly to stay flexible, limber, and **#WithIt!**

And look out for Tao and some of her friends such as Tony Bennett and Betty White in HBO's documentary, "If You're Not in the Obit, Eat Breakfast," released on June 5th. They don't retire, they inspire!



PARKER'S 1st ANNUAL 'AGING IN AMERICA' SURVEY

Parker recently conducted a national survey to gauge changing perceptions around aging in America. What we discovered may surprise you!

- 71% of those surveyed do not fear or worry about aging.
- Those surveyed were evenly split (49% each) in describing the experience of growing older in America today with positive words (e.g., "hopeful") vs. negative words (e.g., "depressing").
- Only 22% of Americans consider people in their 50s and 60s to be "old."
- A vast majority of those surveyed (62%) feel that 80 is not too old to serve in government, run a marathon, be CEO of a Fortune 500 company, or practice yoga.
- Nearly two-thirds (59%) of Americans feel that not enough technology innovation focuses on the lifestyles of older people.

Survey Methodology

The national, statistically relevant Telephone CARAVAN® survey was conducted by ORC International from March 23-26, 2017, using two probability samples: randomly selected landline telephone and mobile (cell) telephone numbers. The combined sample consists of 1,018 adults (18 years old and older) living in the continental U.S., with a margin of error of +/- 3% at 95% confidence level.

#WITHIT GALLERY

Inspired by our residents, colleagues, partners, and the world at large, we have collected myriad examples of people, at any age, who are defying age stereotypes. Individually and collectively, these examples prove anti-aging stereotypes wrong by people just being themselves.



Charting a Career Course at Parker.

Candice Avila, Parker's Director of Recreation & Culture, began working at Parker straight out of college. What started as a job became a calling. "I want to make sure that every moment that I'm giving someone is meaningful, is joyful, is the best," says Candice. "Because that is what I'd hope for my loved ones!"



It Takes Two!

Lucy Douglas is the "spark of light" at Parker's Adult Day Club at Home Program on Fridays. "Seeing her brings sunshine to my day," says program manager Laurie Peters. "She says it was my energy and love of the participants that drew her to the program, but it's Lucy's humor, warmth, and never-say-never attitude that inspire me."



Listen to the Wolfman.

Who's the man with the golden pipes who delivers the news each day at Parker? Is it Casey Kasem? Cousin Brucie? Scott Shannon? It's none other than Kenneth "The Wolfman," Wolfire a Parker resident who doubles as the DJ-like voice behind our morning announcements.

We invite you to let us know what being **#WithIt** means to you and share your own **#WithIt** stories with our community [@parkerlifeorg](https://www.parkerlife.org) |   

HERE'S LOOKING AT YOU!



Visual Concept: It was important to Parker—and its branding agency, Ideon—to celebrate the organization’s history while looking forward. The goal was to represent Francis E. Parker’s commitment to family, community, and service, and visually preserve the past while bringing that vision forward to the modern day.

Logo “Lock-up”: Parker’s name and tagline support one another and are meant to be seen together. Our tagline, “we make aging part of **life**,” which is also our vision, nods to what Parker is doing on a national thought leadership level, in addition to operationally. The word “life” appears in the same color as “Parker”; a visual echo that indicates how Parker embraces life and also suggests how the experience of “Parker life” differs from anywhere else.

Signature: From royal seals to the Declaration of Independence to today, a signature signifies something a person believes in, honors, and validates. Using cursive suggests Francis E. Parker’s seal of approval; the handwritten feel of the font symbolizes ownership, value, and the kind of personalized care for which Parker is well-known.

The Parker Edge: The 15-degree angle of ascent comes as a visual rebuke to misconceptions that getting older means growing more stagnant and sedentary. Our signature moving upward from lower left to top right suggests activity, hope, and aspiration.

Color: We selected poppy as our primary color because it captures Parker’s values: creative, enriching, and vibrant. In addition, this bold and rousing color is the opposite of the clichéd, soft, pastels we see in the aging services space. For our secondary color, we chose iris blue to speak to Parker’s rich history and legacy.



we make aging part of **life**

Share what aging means to you, and see the stories that are changing the conversation about aging in America.

Follow our **#WithIt** campaign at [@parkerlifeorg](https://www.parkerlife.org) |   

To learn more about Parker please visit: [Parkerlife.org](https://www.parkerlife.org) or contact **(732) 902-4200**

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Parker is a nonprofit, New Jersey-based aging services organization that is committed to changing perceptions about aging, empowering older Americans, and making aging part of **life**. For over a century, Parker has led the way in aging services—challenging, changing, and expanding the idea of what it means to grow older in America.