

## Menorah Park Campus News Magazine Wins 2018 Distinguished APEX Award for Publication Excellence

Menorah Park's Campus News Magazine has won the distinguished 2018 APEX AWARD for PUBLICATION EXCELLENCE for facing ageism head on in articles and ads.

The submitted issue featured Menorah Park's R.H. Myers resident Jane Friedman on the cover looking into the mirror, with the tagline, *Who's That Gal in the Mirror—Aging with Humor*. Friedman's story was the perfect cover story, and readers learned how she ages with grace and humor through song and laughter, and a light-hearted understanding that we all get older, but being old is an attitude.

Friedman's story has now appeared in the ICAA International Active Aging Journal, the Association of Jewish Services e-letter, on local television, newspapers and in magazines. She is a testament to the culture of healthy aging on the Menorah Park Campus. You can view the video by Googling Jane Friedman Menorah Park.

Other articles outlining examples of how Menorah Park faces ageism head-on include one by Menorah Park CEO Jim Newbrough that drives home that fact that 'Age is personal, not chronological.' While yet another article demonstrates how a don't-quit attitude helped a stroke survivor get back to his art. He was so inspired; he recently took on publishing a book, which comes out soon.

Strengthening the mind, volunteering and participating in what you are passionate about are also topics in the issue, with a thankful letter from a resident who was given a 'voice' to express her opinion through advocacy efforts lead by Menorah Park.

"My Challenges Don't Define Me" she states with a hand-held sign in the photo. She was interviewed by local media after it was noted that a letter she wrote and sealed with a lipstick kiss kicked off a rally. The rally advocated saving Medicare from drastic cuts and more than 4,000 signed letters were sent to politicians from people all over the U.S.

Even the ads in the magazine laud those who make the most of Menorah Park's Excellence in Caring with creative and energized photos of aging at its best.

In the past decade, the Menorah Park Campus News has found its true calling--to be an advocate for issues surrounding all of us as we age, to be a beacon of hope for those who have no one to turn to for healing, health and services information and to ensure that our community understands the importance of proceeding through the years with the very best resources.

The Menorah Park Campus News Magazine has a circulation of approximately 12,000, and is sent to community members, physicians, family members and advocates of healthy and happy aging.