



# THE PALISADES

## Senior Living

Independent • Assisted • Memory Care

FOR IMMEDIATE RELEASE

## NAHB 50+ Awards Presented to **The Palisades/UCCS** for “Best Integration of Technology” and “Best Fitness & Wellness”

*Colorado Springs'-based company and local University have been awarded 2 National Association of Home Builders 50+ Awards*

Toby Gannett, Executive Director of The Palisades, received notification on Tuesday of the community's winning applications in the national competition. Every year, the NAHB conducts a national search to find 50+ organizations across the nation that are operating at exemplary levels, utilizing multiple resources and benefitting both the residents and the diverse people within their communities. Award recipients were selected by a jury panel comprised of sixteen industry experts who specialize in the areas of active adult, service-enriched and marketing for the 50+ housing industry. The jury spent one full week evaluating close to 175 entries and had the difficult task of deciding which projects should receive recognition. The NAHB chose The Palisades as winners because of excellence in the community's technology integration and for their fitness and wellness programs, all benefitting their residents.

The Palisades began as an innovative collaboration with Dr. Sara Qualls, the director of the nationally prominent UCCS Gerontology Center, in 2004. “Dr. Qualls has taken the concept much farther than we ever imagined possible,” says Gannett. Run by faculty and students, the collaborative research and evaluation allows Palisades residents to access cutting-edge knowledge from the fields of health, psychology, and sports science. The facility provides:

- A Lifelong Learning Center promoting mental fitness through classes, discussion groups, outings, book and game clubs and service opportunities
- A health Clinic staffed by Certified Nurse Practitioners from Beth-El College of Nursing to provide convenient access to health and wellness care.
- Fitness for Life, providing a comprehensive approach to maintaining physical fitness and independence by improving strength, conditioning, balance and flexibility — all while having fun!

The Palisades' distinctive concept takes the finest elements of a first-class community — comfort, convenience and luxurious amenities — and blends them with a comprehensive health and wellness approach that focuses on nutrition, physical fitness, emotional well-being and cognitive fitness. The result is a more intimate community unlike any imagined. The Palisades has been the recipient of dozens of awards, both locally and internationally, since its official opening in 2008, including an award in “Interdisciplinary Wellness Model in Senior Housing.”

The NAHB Awards ceremony will be held on February 9, 2012 in Orlando, FL, at the International Builders Show. Palisades and other national recipients that also exuded excellence in technology that benefits seniors in communities will be honored, celebrated and presented with recognition and awards. Palisades will be presented with either a “gold” or a “silver” award in these respective categories.

### **About The Palisades Senior Living:**

Located in southwest Colorado Springs at the corner of S. Academy Blvd. and Broadmoor Bluffs Drive. The Palisades offers Independent Living, Assisted Living and Memory Care options for seniors. For more information or a personal tour, call 719-226-CARE(2273) or visit us online at [www.PalisadesCARE.com](http://www.PalisadesCARE.com)