

# Active Aging Week 2025:

## Changing the narrative on aging

### Local host organizations and participants enjoyed a celebration of aging that showcased the possibilities for healthier, more active and engaged living with wellness as the foundation

Even as ageist stereotypes influence beliefs about aging, society's narrative is changing. This is due in no small part to the realities of greater longevity, increased knowledge and cultural change. Active-aging advocates have helped shape new narratives of aging that balance possibility and challenge. And aging role models are demonstrably thriving and contributing to daily life and on the world stage—take actor Harrison Ford, naturalist David Attenborough and writer Margaret Atwood as examples.

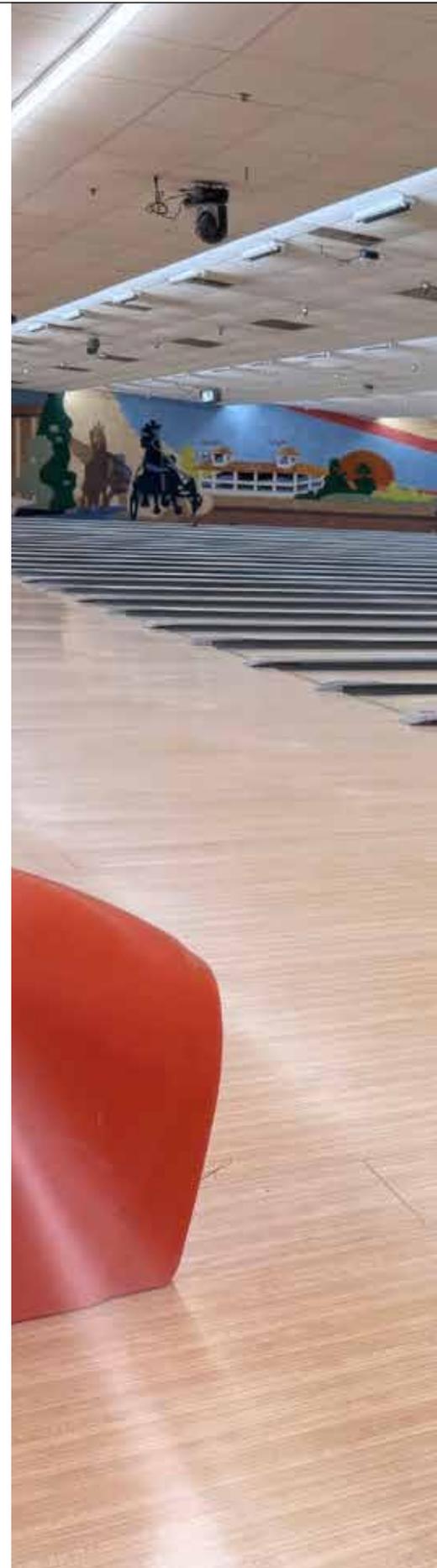
Since 2003, Active Aging Week® has celebrated aging and challenged negative perceptions by showcasing the ability to lead healthier, more active and engaged lives when people age with wellness as the foundation. The International Council on Active Aging® leads the annual weeklong campaign, which in 2025 was presented by Humana and supported by national sponsors Abbott and LeadingAge.

From October 6 to 12, local host organizations delivered activities and events for Active Aging Week 2025, customizing their schedules to meet their constituents' needs and goals. Organizers encouraged participants to explore wellness opportunities in life's multiple dimensions and try things they never had before. The roundup below highlights how some hosts organizations celebrated the week. Whether programming featured constants such as dances, walks and health fairs, or trendy favorites such as sound baths, Active Aging Week had something to appeal to everyone.

### Inspiring creativity and connection

Senior living provider **Springpoint**, headquartered in Wall Township, New Jersey, celebrated Active Aging Week across its communities with everything from “creative art projects to friendly games of kickball and bowling,” its Facebook page revealed. Organized by Springpoint's LivWell team, the schedule featured activities to promote mindfulness, explore healthy eating, and reinforce a sense of connection. For example, at the Monroe Village life plan community in Monroe Township, the week included

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*At Monroe Village, a Springpoint life plan community in Monroe Township, New Jersey, residents hit the lanes for some friendly bowling competition during Active Aging Week 2025. Image courtesy of Springpoint*

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Captain David Gallimore explores ways to thrive in retirement with residents of GenCare Lifestyle Federal Way, Washington, during Active Aging Week 2025. Image courtesy of GenCare Lifestyle Federal Way

the Alzheimer’s Association’s Walk to End Alzheimer’s®, an event that inspired a sense of community and purpose for participants and supporters alike.

In the Pacific Northwest, **GenCare Lifestyle** invited locals to participate with residents in activities and events scheduled in its Puget Sound communities. Active Aging Week aligns with GenCare’s Whole Life Living™ approach, which focuses on “inspiring older adults to live fully and age fearlessly every day,” the Seattle-based organization said. Just prior to the week, GenCare announced that all six of its communities “[would] celebrate Active Aging Week with a robust lineup of free, engaging and meaningful activities designed to energize the body, mind and spirit.” Three communities (below) received an Active Aging Week Spirit Award for their efforts (see pages 60–61 for more about the awards).

Reporting on events, **GenCare Lifestyle Federal Way** revealed that Active Aging Week was “filled with movement, mindfulness and meaningful connection.” Some activities included boxing, sound baths (with

local studio Three Trees Yoga), free DEXA scans, live music, and speaker/life coach Captain David Gallimore’s *The Regenerative You*, a workshop aimed at motivating individuals “to embrace vibrant living.”

Free fitness assessments, chair massages and DEXA scans were among the offerings at **GenCare Lifestyle The Lodge at Eagle Ridge** in Renton. Some other activities included Harvard Virtual Learning, and Seattle Theatre Group’s STG Dance for PD®, a program provided in partnership

with Northwest Parkinson’s Foundation, GenCare, Pacific Northwest Ballet, and Lifelong Recreation with Seattle Parks & Recreation, the Foundation noted.

At **GenCare Lifestyle Tacoma at Point Ruston**, the week showcased “creativity, wellness and community spirit,” according to a community report. GenCare’s creative writing program (The Healing Pen) welcomed participants, plus residents displayed their creative work—“paintings, pottery, woodwork and more”—in a day-long arts and crafts show. Waterfront trails beckoned Rolling Thunder riders on their trike bikes and motorized scooters. And live music, a comedic magician and a Tacoma Rainiers baseball game rounded out the week.

## Exploring the dimensions

On the East Coast, **Age Friendly Central Brooklyn Inc. (AFCBI)** urged its constituents to *Flip the Script on Aging—Move Your Way!* for Active Aging Week 2025.



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The volunteer-led community-based nonprofit delivered a full week of events designed so participants could explore each of the seven wellness dimensions. Some scheduled offerings, according to AFCBI, included a Total Body Workshop and a Chair Fitness class at St. John's Recreation Center, a musical event at Restoration Plaza, a Pink Ribbon Walk for breast cancer (starting at Fulton Park), and a health fair with light breakfast at Christ Fellowship Baptist Church. One highlight? A bus trip to experience Harlem Stage's "theatrical concert reading" of *Freedom Riders*:

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*A Journey with No End in Sight.* A discussion "led by AFCBI and Harlem Advocates for Seniors" followed. Considered AFCBI's "signature fall event," Active Aging Week marks the start of both the group's annual renewal/membership drive and its 2025–2026 programming, the group shared.

At **Providence Point**, Baptist Senior Family's lifecare campus in Pittsburgh, Pennsylvania, Active Aging Week celebrations included a resident symposium called *Taste of Wellness: Savor what you love and skip what you don't*. The symposium featured "five mini presentations and activities highlighting Providence Point 'SPICES (spiritual, physical, intellectual, community, environment, social) of Life,'" the community reported. Wellness team members also "intermingled mind, body and spirit activities, culminating in two fun social events: Active Aging Week Bingo and a Just Dance party." Among other programming, a screening of the documentary film *Aging in America: Survive or Thrive*, evoked discussion about "what it means to age in America today." The Spirit Award recipient explained that by "[m]eeting our residents where their needs and interests are, we were able to surpass our previous years' attendance."

### Rising to the challenge

To launch its weeklong celebrations in 2025, **The Center at Belvedere** in

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## Resources

### Internet

*Active Aging Week sites*

#### Active Aging Week®

[www.activeagingweek.com](http://www.activeagingweek.com)

#### Active Aging Week Spirit Awards

[www.activeagingweek.com/awards.php](http://www.activeagingweek.com/awards.php)

#### Active Aging Week's official

#### Facebook page

[www.facebook.com/ActiveAgingWeek/](http://www.facebook.com/ActiveAgingWeek/)

[ActiveAgingWeek/](http://www.facebook.com/ActiveAgingWeek/)

*Active Aging Week leaders and sponsors*

#### Abbott Nutrition: Ensure

<https://www.ensure.com/muscle-loss-recovery>

#### Humana, Inc.

[www.humana.com](http://www.humana.com)

#### International Council on Active Aging (ICAA)

[www.icaa.cc](http://www.icaa.cc)

#### LeadingAge

<https://leadingage.org>

*Active Aging Week campaign partners*

#### Growing Bolder

<https://growingbolder.com>

#### US Department of Health and Human Services: Move Your Way®

<https://odphp.health.gov/moveyourway>

#### National Senior Games Association

<https://nsga.com>

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Charlottesville, Virginia, repeated its popular Active Aging Fair, featuring an expo with more than 40 businesses and organizations that offer aging resources and services. Scheduled breakout sessions focused on reducing dementia risk, avoiding scams, decluttering, and Navigating Senior Resources. More than 30 prizes went to lucky Fair attendees. New in 2025, The Center featured a Center Circuit Walkathon. Those who signed up could accumulate laps (six laps made a mile) October 4–9, with prizes awarded in an October 10 ceremony to the three walkers that achieved the most miles and to the participant that had the most donors. Some of the week's other programming included Balance and Stabilization, Healthy Aging Trivia, Sound Bath, and Being Authentically You.

**Peak Health & Wellness Center**, located in Great Falls, Montana, announced its schedule for Active Aging Week, with activities planned for both its Peak Main and Peak West locations. At Peak Main, for example, programming ranged from fitness assessments to brain games, chair yoga to self-defense, nutrition education to Senior Olympics (turf and surf competitions). The health club also issued a group fitness challenge. To participate, individuals had to collect a sticker for each of six color-coded

class categories they attended over the week (e.g., yellow/aquatic or pink/dance). A full card earned entry into a prize drawing.

In Carlsbad, California, **La Costa Glen** life plan community “embraced the theme of *Move Your Way* and focused on fun physical and mental activities offering numerous events for all ability levels.” The Coastal Rail Trail drew participants to scenic Solana Beach for a group walk, while a team of eight represented La Costa Glen “in a daylong pickleball tournament between five Southern California senior living communities.” On campus, a marathon of dance lessons incorporated the Hula, the Charleston and disco moves. And a water volleyball competition, a seated meditation clinic (with sound bath) and Puzzlemania! capped off the week's activities. “Everyone loved the spirit of the week,” observed La Costa Glen. The Spirit Award recipient added that “residents tried new things and indeed moved their own way.”

For **The Legacy Willow Bend** in Plano, Texas, Active Aging Week was “a celebration of movement, joy and wellness.” Residents danced (Texas Two Step, Foxtrot, tap), recharged with a sound bath, and created bracelets with decorative boxes for local teens, according to the lifecare

community's report. A “friendly chair volleyball tournament” saw residents challenge staff—and all celebrated afterwards with live music and dancing at the Cheers to Wellness Happy Hour. The week ended with “a campus-wide Game Day, featuring cornhole, mini golf and shuffleboard.” The Spirit Award recipient observed, “Our residents truly embraced the spirit of Active Aging Week, proving that staying active, connected and joyful never goes out of style.”

## Supporting healthy communities

**Active Aging in Manitoba (AAIM)** promotes active-aging opportunities in the Canadian province through, among other things, managing the annual Manitoba 55+ Games and supporting Active Aging Week. Ahead of Active Aging Week 2025, the Winnipeg-based organization released

### Mark your calendar

**Active Aging Week®**  
October 5–11, 2026  
[www.activeagingweek.com](http://www.activeagingweek.com)

Plan now to host Active Aging Week® 2026 in a way that's uniquely yours. Bring your constituents together to celebrate more active, engaged living by creating a schedule of events and activities. Mark your calendars today! It's never too early to start planning your participation. Watch for further details and updated promotional materials on the campaign website.

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a guide encouraging “every community in Manitoba to take part and celebrate healthy, active aging...” Additionally, AAIM partnered with the **Wellness Institute at Sevenoaks General Hospital**—which also houses the nonprofit—to deliver Active Aging Day on Tuesday, October 7. At the event, AAIM Executive Director Linda Brown gave a keynote on building lifestyle

habits for healthier aging. A stretch, a walk (urban poles encouraged) and a meal followed the presentation.

Located in Redondo Beach, California, **Beach Cities Health District (BCHD)** planned free workshops and lectures “designed to help older adults, caregivers and community members take action toward maintaining and improving health.” Offerings focused on physical movement, mindfulness, social connection, and wellness education—“everything from yoga and strength training to lectures and workshops on ways to keep your mind and body healthy and strong as you age.” For example, planned activities included the virtual lecture *Brain Health & Lifestyle*, with presenter Ryan Glatt, PhD(c), MES, senior brain health coach at Pacific Neuroscience Institute; while a workshop with

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## Active Aging Week photo key

1. *In Baton Rouge, Louisiana, St. James Place residents and staff stacked blocks as they played Jenga in the Butterfly Garden.*
2. *A Drum Circle engaged participants at Village Shores/The Club at Village Shores, Richfield, Minnesota.*
3. *A resident artist displayed her artwork at a daylong show hosted by GenCare Lifestyle Tacoma at Point Ruston, Washington.*
4. *At Masonic Village at Elizabethtown, Pennsylvania, participants cruised into wellness activities to win prizes.*
5. *Seated tai bo took place at Roland Park Place in Baltimore, Maryland.*
6. *South Brunswick Senior Center presented medals to winners of its Senior Olympics events in South Brunswick, New Jersey.*
7. *Residents decorated ceramic mugs in a class at Berwick by the Sea, located in Campbell River, British Columbia, Canada.*
8. *In Grand Rapids, Michigan, steel drum lessons were part of Fine Arts Day, part of Holland Home’s Journey of Learning.*
9. *Residents challenged each other one-on-one in the Sun and Fun Pool Games held at La Costa Glen in Carlsbad, California.*
10. *At Lutheran Haven in Oviedo, Florida, competitors tested their cup-stacking skills, one of five events in The Haven Olympics.*
11. *Treplus Communities, based in Columbus, Ohio, celebrated the week with activities at its five locations—with community-led garden initiatives among them.*
12. *Residents of Splendido at Rancho Vistoso in Tucson, Arizona, challenged themselves with activities such as indoor rock climbing.*
13. *Growing Bolder’s Marc Middleton (at left) presented on ‘facing fear’ at Westminster Oaks in Tallahassee, Florida.*
14. *In New York, residents of Live Well Group’s Spinneys communities sleuthed their way through a geocaching challenge.*
15. *A group from Stoneridge Creek in Pleasanton, California, explored native plants on a three-mile nature hike.*

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Images courtesy of the above organizations

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Tania Funes, DPT, of AIM Sports Medicine, centered on strengthening the legs for better balance and mobility. Activities took place at the BCHD-operated Center for Health & Fitness, one of only two Medical Fitness Association-certified facilities in the state. Ahead of the week, BCHD CEO Tom Bakaly stated, “We’re excited to offer programming that supports physical wellness, mental clarity, and connection—all fundamental to quality of life at any age.”

## Valuing the message

Local host organizations like BCHD embrace and amplify the positive message that Active Aging Week emphasizes: People can engage in life as fully as possible at any age. In September, Bakaly shared his thoughts about the initiative, commenting that “Active Aging Week is a chance for our community to celebrate the many ways we can stay vibrant as we age.” Across North America and beyond, tens of thousands of adults aged 50+ showed they valued the week’s message, turning up to activities and events on senior living campuses and at seniors and community centers, parks, public spaces, and more.

Behind efforts to plan, organize and deliver each year’s events are leaders, staff, volunteers, resident committees, sponsors, donors, supporters and families—all intent on making the week memorable. Thank you to everyone who contributed to this year’s success. Your efforts not only invigorated the daily lives of everyone who participated but possibly also made an impact that may echo through the years. Each hopeful shift in how someone experiences aging can add another voice to society’s changing narrative on aging. 🌀

*The International Council on Active Aging® thanks Presenting Sponsor Humana and national sponsors Abbott and LeadingAge for their generous support of Active Aging Week 2025. Thank you also to partners Growing Bolder, National Senior Games Association, and “Move Your Way”/US Department of Health and Human Services Office of Disease Prevention and Health Promotion.*

Local hosts of Active Aging Week® highlight multidimensional wellness as the foundation for healthier, engaged living in their communities. These organizations demonstrate their commitment to wellness at any age by promoting the benefits of a wellness lifestyle for living longer, better. Through the environments they cultivate and the experiences they provide, they inspire older adults to continue to grow and engage meaningfully in life. In 2025, the organizations below were the top five recipients of an Active Aging Week Spirit Award. This award honors their efforts to celebrate and redefine the possibilities of aging.

## 1. Splendido at Rancho Vistoso

For Active Aging Week, Splendido at Rancho Vistoso “celebrated movement, exploration and holistic wellness through...experiences aligned with our ContinuWell™ framework,” reveals the Tucson, Arizona-based life plan community. “Residents embraced opportunities to connect with nature and challenge themselves in new ways, from a Geology Hike through Catalina State Park and a Trail Ride across the Sonoran Desert, to rejuvenating outdoor floating meditation and aerial silk meditation enhanced by sound bathing” (an immersive meditative practice involving sound vibrations). Indoors, opportunities included rock wall climbing and a reflexology workshop, among others. Observes Splendido, “Programs engaged residents of diverse ages and backgrounds, inspiring them to stay active while deepening connections within our community and the broader region.”

*Managed by Evanston, Illinois-based Mather, Splendido at Rancho Vistoso*

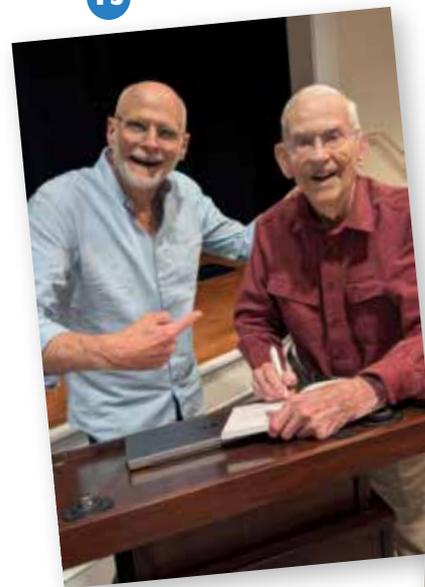
## Active Aging Week 2025

*is a joint venture between nonprofit provider Mather and real estate firm Plaza Companies. Website: <https://splendidotucson.com>*

## 2. Treplus Communities

At five active-adult campuses in Ohio, residents celebrated Active Aging Week with new wellness opportunities built on Treplus Communities’ abundant year-round programming, the organization shares. People thrive throughout the year with lifelong learning programs, fitness classes, walking clubs, art events, community-led garden initiatives, and more, the report states. During Active Aging Week, “[m]indfulness clinics, hosted at each community by EverStrong, gave residents the chance to pause, reflect and reconnect with purpose,” while the first Treplus Walk-a-Thon ended the celebrations, the organization says. “Candlelit paths honored loved ones as residents donned commemorative tees,” collectively walking 167 miles

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## Five Spirit Award-winning hosts make an impact

[268 kilometers] and raising more than USD\$1,000 for the Franklin Park Conservatory” in Columbus. A video showing some of the week’s highlights is on Vimeo at <https://vimeo.com/1135482134?fl=pl&fe=sh>

*Headquartered in Columbus, Ohio, Treplus Communities provides active-adult rental communities in Ohio cities for people aged 55+. Website: <https://www.trepluscommunities.com>*

### 3. Westminster Oaks

At Tallahassee, Florida-based Westminster Oaks, Active Aging Week focused on “courage, curiosity and trying something new.” From indoor “rock climbing to cardio drumming, from bocce ball to sampling healthy snacks at our Wellness Bar, the week was filled with opportunities

to move, connect and explore,” the community shares. Highlights included a visit by Marc Middleton, founder, CEO and podcast host at Growing Bolder® and masters athlete, whose presentation “inspired residents to challenge their assumptions about what they could do.” Reflecting on the week, Westminster Oaks concludes it “reinforced that active aging is about courage: having the confidence to try new things, engage more fully in life and surpass personal limits. These experiences left residents feeling stronger, more capable, and eager to continue exploring new adventures every day.”

*Westminster Oaks is part of Westminster Communities of Florida, an Orlando-based not-for-profit system of life plan communities. Website: <https://westminstercommunitiesfl.org/westminster-oaks/>*

### 4. LiveWell Group’s Active Adult Communities

Active Aging Week engaged residents of LiveWell Group’s Active Adult Communities “in learning and trying new skills, hobbies and interests” through the theme *Permission to Play*, shares the New York-based real estate company. Some highlights included Travel Themed PechaKuchas (storytelling presentations that emphasize images), an interactive Irish Stick Fighting demonstration and an intergenerational geocaching program (a GPS-assisted treasure hunt). LiveWell screened the Netflix documentary *Join or Die* and held workshops “on the importance of finding purpose, joy and meaning in your life.” The week ended with the Pink Mile Walk, which raised funds for patients and survivors of breast cancer. “The greatest joy,” LiveWell recalls, “comes from...the feedback from residents who learn or try something new to them because it was promoted during Active Aging Week.”

*LiveWell Group rental properties in New York include Spinney communities for adults 55+—The Spinney at Pond View (Castleton-on-Hudson) and The Spinney at Van Dyke (Delmar). Website: <https://livewellgroup.com/properties/>*

### 5. Stoneridge Creek

Pleasanton, California-based Stoneridge Creek celebrated Active Aging Week with *Friendships Thrive in 25*, “transforming friendship into a catalyst for whole-person wellness.” The life plan community reports that 350+ residents participated in “a week blending creativity, culture, movement and purpose—designed not just for residents, but with them.” Among the highlights, a lecture memorably titled *Rewrite Your Stories, Reignite Your Life* “inspired residents to embrace new adventures.” Evoking a sense of connection were a guided nature walk, a Sunrise Yoga session (including live harp), and an “Art of Friendship Retreat, led by retired resident therapists and featuring a brain-healthy lunch poolside....” Resident fitness buddies led activities such as pickleball and tai chi, while a resident cookbook release concluded the week. For Active Aging Week, departments and residents worked together, “demonstrating that engagement thrives through collaboration,” Stoneridge Creek concludes.

*Stoneridge Creek, a privately held life plan community, sits on 50 acres in San Francisco’s East Bay Area. Website: <https://stoneridgecreek.com>*

*Learn about all the Active Aging Week Spirit Award recipients at <https://www.activeagingweek.com/awards.php>*

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