

FOR IMMEDIATE RELEASE

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**LIFETIME ARTS AWARDED \$85,000 GRANT
BY THE MICHELSON FOUNDATION
IN SUPPORT OF CAPACITY DEVELOPMENT PROJECT**

Improving the lives of today's older adults – an ever-growing segment of the U.S. population who will soon number 77 million and who definitely don't identify as "old" – is a gargantuan task. "Creative aging" programs – professionally led arts workshops aimed at people 55+, facilitate skill-building, promote social engagement and are making a difference in the lives of older adults.

Lifetime Arts' exclusive and extensive work in developing and delivering successful, creative aging programs has attracted the generous support of the Michelson Foundation whose mission is to promote creative and fulfilling lives.

"For adults in their 'encore' years, arts participation can open the creative spirit, build social engagement, encourage new skills and bring joy. The Michelson Foundation is pleased to support Lifetime Arts' valuable work in bringing the power of the arts to many more older adults across the country," said Foundation President Ellen Michelson.

With their signature program, The Creative Aging Libraries Project, The Creative Aging Roster and the newly launched Creative Aging Toolkit for Public Libraries, Lifetime Arts has emerged as a leader in the field of creative aging. The \$85,000 one-year grant will strengthen the organization's capacity in the strategic areas of Communications and Development.

The Lifetime Arts Capacity Development Project will provide enhanced staffing and consultant resources and will enable the New York-based, non-profit to maintain the highest professional standards while expanding services and programs nationally. Maura O'Malley, Co-Founder and CEO offered the following in gratitude and recognition from the Michelson Foundation:

"The Michelson Foundation's commitment to performing arts education and positive aging are a natural fit with Lifetime Arts' mission to encourage creative aging by promoting the inclusion of professional arts programs in organizations that serve older adults.

We are thrilled to receive this generous award and are very grateful that it will allow us to respond to the growing demand for our work across the country.”

In addition to supporting strategic communications and development plans; the grant will help launch a Lifetime Arts press kit; enhance the organization’s website; and develop additional Creative Aging Toolkits to serve senior centers, arts and cultural organizations and other creative aging stakeholders.

About The Michelson Foundation

The mission of the [Michelson Foundation](#) is to promote creative and fulfilling lives.

About Lifetime Arts

Founded in 2008, Lifetime Arts, Inc. is a 501(c)(3), nonprofit organization working nationally to promote the creation, expansion and sustainability of professionally conducted arts programs for older adults. Through a variety of services and initiatives, Lifetime Arts provides practical support and resources to organizations that serve older adults. Lifetime Arts has gained national recognition as a major contributor to the development of creative aging policies, best practices, and information services, artists training resources, technical assistance, and advocacy. For more information about Lifetime Arts visit www.lifetimearts.org, call (914) 355-2304, follow us on [Twitter](#), [Facebook](#), and [YouTube](#).
