



December 3, 2015

ASHA ANNOUNCES PARTNERSHIP WITH CORNELL INSTITUTE FOR HEALTHY FUTURES

Inspiring Innovations Across Hospitality, Health and Design

The American Seniors Housing Association (ASHA) is extremely pleased to announce an exciting new partnership as a Founding Member of the new Cornell Institute for Healthy Futures (CIHF) at Cornell University in Ithaca, NY.

This partnership will provide ASHA and its members with direct access to educational programs, research and thought leadership that will flow from a multidisciplinary platform that will integrate hospitality, management, policy and design thinking to enhance service excellence in senior living, health care, and wellness.

Our relationship with the Cornell Institute for Healthy Futures represents another important step in the full implementation of ASHA's bold new strategic vision, which also includes:

- The creation of a major new Consumer Education Initiative (Where You Live Matters) that will launch in early 2016
- Expanded research through a new University Research Grant Program
- Creation of a Rising Leaders Program to help foster the development of next-generation industry leaders
- The launch of a Mid-Year Meeting for members of our Executive Board and Advisory Committee (June 16-17, 2016 at the Omni Interlocken Resort near Denver, Colorado)