



**PRESS CONTACT:**

Laura Farmer  
laurafarmer@yourmarketpoint.com | 443.223.0839

**Smart Living 360 Founder and CEO Ryan Frederick  
Selected as Encore2016 Fast Pitch Finalist**

*Frederick will present Smart Living 360's vision  
for reinventing housing for older adults for the chance to win a \$10,000 prize*

**Baltimore, Md.** (February 4, 2016) – Smart Living 360 Founder and CEO Ryan Frederick has been selected as a finalist for the \$10,000 Encore Fast Pitch competition. This high-energy, rapid-fire pitch competition will award up to \$10,000 in prize money to organizations actively working to close the gap between older adults looking to pursue an “encore”—using their talents to benefit the greater good—and the available opportunities to do so. This experimental competition will take place in San Francisco at Encore2016 on Thursday, February 11, during the final conference session. One \$5,000 prize will be conferred by a panel of judges. The other \$5,000 prize will be awarded via audience vote by Encore2016 participants.

Ryan Frederick is a nationally recognized thought leader and innovator in the field of housing for older adults. He will present Smart Living 360's vision and strategies for how to create a new blueprint for multigenerational residential living that replaces institutional isolation of older adults with community connection and greater purpose. Smart Living 360's residential model helps give older adults a greater purpose by helping them establish a vision for their future and connect with the people and processes to put their vision for their life into action.

Each of the five Fast Pitch finalists will be given three minutes to present their company's vision to a panel of judges and a live audience. Mr. Frederick's pitch will highlight the disconnect that exists between the retirement living options currently available and the type of community in which older adults would

actually like to live. Further, he will explain that America has entered a “new era of longevity,” with the average lifespan for healthy Americans now extending more than 25 years past the traditional retirement age. Smart Living 360 believes that a new blueprint for housing will help people maximize these extended years by 1) developing a vision for adding greater purpose, and 2) making it easier to put that vision into action.

“I am honored to be selected as one of the Encore Fast Pitch finalists to share my vision for the future of retirement living,” says Frederick. “America spends billions of dollars every year creating retirement housing developments in which you and I would not actually want to live. I am passionate about creating a new and better blueprint that adds greater community and purpose and helps us all take full advantage of this new era of longevity. Imagine what the future in retirement living would look like if every developer across the country created communities like this! I am hopeful that Encore2016 will want to partner with me to ‘retire’ retirement communities and instead build communities of purpose.”

“Ryan Frederick isn't a typical real estate developer. His commitment to create multigenerational housing models that bring all generations together around social purpose challenges stereotypical ideas about aging and retirement,” says Encore.org Director of Prizes, Eunice Lin Nichols. “As a Fast Pitch contestant, Ryan's new perspective and fresh vision is exactly the kind of approach Encore.org seeks to nurture.”

###

#### **About Ryan Frederick**

Ryan Frederick is a thought leader, innovator and entrepreneur in housing and services for older adults. Mr. Frederick has held leadership roles with leading Seniors Housing operating companies, investment firms and has provided strategic consulting services to organizations ranging from Fortune 500 companies to single-site not-for-profit entities. He is a frequent panelist, speaker and instructor and has authored white papers that have circulated widely within the industry, including “Making Innovation Work” which is published in the 2015 Seniors Housing & Care Journal. Mr. Frederick is the Founder & CEO of Smart Living 360, a real estate development and operating company focused on delivering innovative living experiences with a particular emphasis on well-being. The company's first community, The Stories at Congressional Plaza, in the Washington DC metro market has garnered national attention. Mr. Frederick holds a BSE degree in Electrical Engineering from Princeton University and an MBA from the Stanford Graduate School of Business.

#### **About Smart Living 360 ([www.smartliving360.com](http://www.smartliving360.com))**

Smart Living 360 is a real estate development and operating company focused on delivering innovative living experiences with a particular emphasis on well-being. We believe that many people wish to

rewrite the standard life course, opting for a life of ongoing engagement, purpose and growth. Leaning on principles of connection, access and simplicity, we create inspired homes in walkable, intergenerational mixed-use urban and suburban areas.

Created in conjunction with Federal Realty Investment Trust (NYSE: FRT), the first Smart Living 360 community, The Stories at Congressional Plaza in Rockville, MD ([www.thestories.com](http://www.thestories.com)), will open in early Spring 2016.

### **About Encore.org**

Encore.org is building a movement to tap the skills and experience of those in midlife and beyond to improve communities and the world. Originally called Civic Ventures, Encore.org was founded in 1997 by social entrepreneur Marc Freedman and grew out of a desire to transform the aging of America – one of the most significant demographic shifts of the 21st century – into a powerful, positive source of individual and social renewal.

Encore.org is spearheading efforts to engage millions of people in later life as a vital source of talent to benefit society. Our ultimate goal is to create a better future for young people and future generations.

Throughout its history, Encore.org has sought creative ways to tap the power of experience to improve the lives of young people. In 2016, Encore.org plans to launch a new national campaign to produce a massive human capital infusion of individuals in their 50s, 60s, 70s and beyond to improve the prospects of low-income and vulnerable youth, in ways that both draw on the unique assets of the older population and meet critical needs of young people.

For more information, visit [encore.org](http://encore.org).