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Judy Berry from Cokato MN Named Purpose Prize Fellow

Purpose Prizes Honor Americans Over Age 60 for Making an Extraordinary Impact in their Encore Careers

Cokato MN — Civic Ventures today announced that Judy Berry from Cokato, MN is a 2011 Purpose Prize fellow. Berry was recognized as a social entrepreneur over 60 who, in her encore career, is using her experience and passion to make an extraordinary impact on society's biggest challenges. Now in its sixth year, the \$17 million Purpose Prize program is the nation's only large-scale investment in social innovators in the second half of life.

Berry was named a fellow because of her passion and commitment in the development of The Lakeview Ranch Model of Specialized Dementia Care™ and the founding of the Dementia Care Foundation whose mission is to help Restore Dignity to Those with Dementia while ensuring equal access for low income seniors to necessary specialized dementia care.

“While Purpose Prize fellows are helping to solve a wide range of pressing social problems, they have one thing in common,” said Marc Freedman, CEO and founder of Civic Ventures and author of *The Big Shift* (Public Affairs Books). “They – and millions of others in encore careers – are turning personal passions and decades of experience into invaluable contributions across sectors, continents and generations, often through entrepreneurship.”

The approximately 300 attendees of the invitation-only Purpose Prize awards ceremony will hear from Prize judges, including NBC's Jane Pauley and Sherry Lansing, CEO of The Sherry Lansing Foundation and former chair of Paramount Motion Picture Group. The 28 judges – leaders in business, politics, journalism and the nonprofit sector – chose the five winners from a pool of more than 1,000 nominees.

I am honored to be chosen as a Purpose Prize Fellow for 2011 by Civic Ventures for my work in Restoring Dignity to Those with Dementia by creation of the Lakeview Ranch Model of Specialized Dementia Care™ and for creating an alternative funding stream through the Dementia Care Foundation to ensure equal access to low income seniors to appropriate and specialized dementia care. I look forward to working with all the others awarded this honor and for the opportunity to share our visions and combine our efforts in making a difference, while encouraging others to pursue Encore Careers. Anything is possible when we embrace our age and use our extensive life experience to enhance the lives of others. A huge thank you goes to those supporting the mission of the Civic Ventures Encore Careers campaign.

Funded by The Atlantic Philanthropies and the John Templeton Foundation, The Purpose Prize is a program of Civic Ventures' Encore Careers campaign (www.encore.org), which aims to engage millions of boomers in encore careers combining personal meaning, continued income and social impact in the second half of life.

For more information about The Purpose Prize, visit: www.encore.org/prize.

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About Civic Ventures (www.encore.org)

Civic Ventures is a think tank on boomers, work and social purpose. The organization introduced the concept of encore careers, which combine meaning, continued income and social impact. The Purpose Prize, funded by The Atlantic Philanthropies and the John Templeton Foundation, is a program of Civic Ventures.

The ongoing mission of Lakeview Ranch and the Dementia Care Foundation can be found at www.lakeviewranch.com and www.dementiacarefoundation.org