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FOR IMMEDIATE RELEASE

LIFESPRK RECEIVES 'EXCELLENCE IN THE WORKPLACE' AWARD FROM LEADINGAGE MINNESOTA

Saint Paul – (February 18, 2015) – Lifesprk based in Edina, was recently honored by LeadingAge Minnesota with the Excellence in the Workplace Award.

The Excellence in the Workplace Award recognizes an organization in the older adult services field as an employer of choice for progressive practices that enhance employee satisfaction and retention, promote careers in the field and invests in its employees.

Lifesprk is a person-centric holistic life care company serving older populations wherever they live. The company's mission to "spark lives" creates a culture that nurtures both clients and employees.

The team spirit, or "purple power" as it is referred to, is palpable within the organization from the first moment that people enter the doors or encounter a team member. Their passion for changing the experience for people in the second half of life unites them, and they bring that spirit and passion to the workplace every day.

Co-founders Joel Theisen, RN, CEO, and Beth Nemeck, Director of Sales, accepted the award at the LeadingAge Minnesota Institute, the state's largest and most comprehensive aging services conference. Nearly 4,000 professionals in all aspects of older adult services attend the annual three-day event to learn about new and innovative programs, share best practices and network with their peers.

In his acceptance speech, Theisen said "I can't thank my team enough for helping us win this award. The saying goes 'culture trumps strategy' but I believe 'culture IS strategy.' The spark starts with us. When we are passionate and engaged in our mission and each other, people can't help but recognize the power in what we can accomplish." Theisen also thanked LeadingAge Minnesota for recognizing the importance of culture and excellence in today's workplace because it empowers employees to create powerful change.

Visit the LeadingAge Minnesota YouTube Channel for a two minute video featuring the Lifesprk team, their culture and the Excellence in the Workplace award:

https://www.youtube.com/watch?v=dVtQhywJn_E

About LeadingAge Minnesota

LeadingAge Minnesota is driven to transform and enhance the experience of aging. We serve as a catalyst, working alongside our members, caregivers, advocates and consumers to collectively shape the future of aging services and ensure older adults in every community live with dignity, meaning and purpose. Together with more than 50,000 caregivers, our members provide quality, compassionate care to 63,000 older adults every day in all the places they call home including independent senior

housing, assisted living communities, in-home care and skilled nursing facilities. LeadingAge Minnesota is the state partner of LeadingAge (national) and the Assisted Living Federation of America (ALFA).

About LIFESPRK

[Lifesprk's leaders](#) have seen too many people in the second half of life end up on the [roller coaster of crises](#) that robs *people* of control, opportunities and independence. They have made it their passion to [change that experience](#).

A unique blend of geriatric care management and home care, Lifesprk goes beyond caregiving by using a long-term, whole-person approach to spark the lives of people in the second half of life. With their proven Lifesprk Experience™ model, they focus on [7 elements of living well](#) which leads to higher quality of life, significantly [reduced hospitalizations](#), and improved outcomes.

Celebrating ten years of sparking lives, Lifesprk remains one of the fastest growing companies in the Twin Cities and has earned numerous [awards and recognitions](#) as a top employer with an outstanding culture including the [2014 Star Tribune Top Workplace](#).

Recognized as one of the 2009 Small Business Success Stories by *Twin Cities Business Magazine*, Lifesprk has been named a [Fast 50](#) for the state of Minnesota three times in five years.

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