



## SAN FRANCISCO CAMPUS FOR JEWISH LIVING

### **SAN FRANCISCO CAMPUS FOR JEWISH LIVING Named FINALIST in EXPERIMENTAL Category of Fast Company's 2022 World Changing Ideas Awards**

*From a 3D printed vaccine patch to an electric truck, a sea-water powered lamp, and countless bold innovations, the sixth annual awards honor the products, concepts, companies, policies, and designs that are driving change, tackling issues from climate change to inequality, and so much more.*

**San Francisco, CA [May 3, 2022]** – The winners of *Fast Company's* 2022 World Changing Ideas Awards were announced today, honoring clean technology, innovative corporate initiatives, brave new designs for cities and buildings, and other creative works that are supporting the growth of positive social innovation, tackling social inequality, climate change, and public health crises.

To help advance the state of the art in care for persons living with dementia, San Francisco Campus for Jewish Living (SFCJL) has created the Memory Care Experience Station – an innovative platform that harnesses new and existing technologies to provide immersive, multisensory experiences for people living with dementia. Aligning with our mission of enriching the quality of life of older adults, the Memory Care Experience Station will help solve one of the biggest problems for older adults living with dementia: a lack of engagement and stimulation that leads to isolation, boredom, anxiety, depression, and other negative symptoms and challenging behaviors associated with dementia. SFCJL is honored to have been selected as a FINALIST in the EXPERIMENTAL category of *Fast Company's* 2022 World Changing Ideas Awards.

Now in its sixth year, the World Changing Ideas Awards showcase 39 winners, 350 finalists, and more than 600 honorable mentions – with climate, social justice, and AI and data among the most popular categories. A panel of eminent *Fast Company* editors and reporters selected winners and finalists from a pool of more than 2,997 entries across transportation, education, food, politics, technology, health, social justice, and more. In addition, several new categories have been added this year including climate, nature, water, and workplace. The 2022 awards feature entries from across the globe, from Switzerland to Hong Kong to Australia.

*Fast Company's* Summer 2022 issue (on newsstands May 10, 2022) will showcase some of the world's most inventive entrepreneurs and companies tackling global challenges. The issues highlight, among others, probiotics for coral reefs, easy-to-assemble kit homes for refugees and disaster survivors, a 2D printed vaccine patch, an electric truck, a system to heat homes from the waste heat of a name-brand factory, and prosecutor-initiating resentencing for overly long prison sentences.

“We are honored to have been chosen by *Fast Company* as a Finalist in their World Changing Ideas Awards,” says Michael Skaff, SFCJL's Chief Information Officer. “The past few years have been challenging for healthcare institutions, senior living operators, and for families everywhere. In a time where social isolation has become so prevalent, we wanted to develop a new way to engage residents, their families, and our staff in meaningful, multi-sensory experiences that bring people together, and help advance the state of the art in memory care services.”

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**SFCJL Named FINALIST in Fast Company's 2022 World Changing Ideas Awards, CONTINUED:**

“We are consistently inspired by the novelty and creativity that people are applying to solve some of our society’s most pressing problems, from shelter to the climate crisis. *Fast Company* relishes its role in amplifying important, innovative work to address big challenges.,” says David Lidsky, interim editor-in-chief of *Fast Company*. “Our journalists have identified some of the most ingenious initiatives to launch since the start of 2021, which we hope will both have a meaningful impact and lead others to join in being part of the solution.”

**About the World Changing Ideas Awards:** World Changing Ideas is one of *Fast Company*'s major annual awards programs and is focused on social good, seeking to elevate finished products and brave concepts that make the world better. A panel of judges from across sectors choose winners, finalists, and honorable mentions based on feasibility and the potential for impact. With the goals of awarding ingenuity and fostering innovation, *Fast Company* draws attention to ideas with great potential and helps them expand their reach to inspire more people to start working on solving the problems that affect us all.