

## FOR IMMEDIATE RELEASE

Contact: Thomas R. Kepple, President, Juniata College: (814) 641-3101  
Gerard Badler, Managing Director, Campus Continuum: (617) 964- 2422

### *Novel Concept Seen as Win-Win for College, Region*

## **JUNIATA COLLEGE STUDIES 55-PLUS CAMPUS RESIDENCES**

**(Issued November 1, 2006) NEWTON, MASS.** -- Juniata College in Huntingdon, Pa. could become host to one of America's first 55-plus active adult communities closely integrated with an academic institution.

College administrators and Campus Continuum LLC are assessing the feasibility of developing "Campus Continuum at Juniata College," a unique on-campus residential community of lifelong learners. Based on the outcome of a market demand survey, the two organizations will continue to work together to bring this unique project to fruition. *(To participate in the brief online survey, go to [www.campuscontinuum.com/juniata](http://www.campuscontinuum.com/juniata)).*

"Campus Continuum at Juniata College" residents would have access to the programs and facilities of the College, as well as seminars and other programs they organize themselves. They would be encouraged to engage in volunteer opportunities both on and off campus. Depending on their interests and backgrounds, some might act as tutors, mentors, or career advisors. Residents can be an enthusiastic audience for music, theater and sports events.

A Dean of Programs would coordinate events and concerns between with the College and residents, develop additional seminars and special programs, assist in matching people with their interests, and coordinate social, travel and educational opportunities.

The new community would offer an attractive variety of residential options with condominium or co-op ownership, plus a clubhouse with social areas. Residents could rent office space and share business services at the Juniata College Center for Entrepreneurial Leadership (see [www.jcel.biz](http://www.jcel.biz) ).

Juniata students will benefit from the additional diversity provided by having older adults acting as role models on campus. "Younger students have as much to learn from folks with a few gray hairs as they do from their peers of different racial or ethnic backgrounds," said President Thomas R. Kepple.

The College would immediately benefit from the use of college-owned land and increased utilization of its physical and intellectual assets. It will also strengthen its body of strong local supporters.

"We hope to attract a diverse set of Baby Boomers-- alumni of the College, older and retired faculty and staff, and parents of past students and of current faculty. We also expect significant demand from people with no prior affiliation with the College but who

are attracted to the varied, enriched, upbeat lifestyle we offer,” said Gerard Badler, Managing Director of Campus Continuum.

As part of the assessment process, we are inviting those who might be interested in residing at Campus Continuum at Juniata College to learn more about the project and to respond to a brief online survey at [www.campuscontinuum.com/juniata](http://www.campuscontinuum.com/juniata).

.....

Founded in 1876, Juniata is an independent, co-educational college of liberal arts and sciences with more than 1,400 students. Located in the scenic rolling hills of central Pennsylvania’s Allegheny Mountains, the beautiful 110-acre main campus is supplemented by the 315-acre Baker-Henry Nature Preserve and Baker Peace Chapel. In addition, a 365-acre Environmental Studies Field Station on nearby Raystown Lake provides a setting for environmental science studies. The surrounding area offers many opportunities for outdoor activities such as swimming, bicycling, boating, fishing, hunting, skiing, and hiking. Juniata is about three hours from Pittsburgh, Baltimore and Washington, D.C., and four hours from Philadelphia. The nearest commercial airport, at State College (home of Penn State University), is about 45 minutes north. For more information see [www.juniata.edu](http://www.juniata.edu).

Campus Continuum LLC, based in Newton, Mass., organizes residential 55-plus Active Adult Communities for lifelong learners on or near college campuses. The firm plans to develop a network of communities across the country, enabling each member of the system to learn from the experiences of the others. Campus Continuum’s roles include identifying appropriate academic host institutions for their projects, conducting market assessments, finding and supervising qualified real estate development partners, planning and implementing the lifestyle program and marketing the residences (both initial sales and re-sales). Unlike a real estate developer, Campus Continuum remains to manage the project over the long term to insure that both the colleges’ and the residents’ goals are met. For more information, see [www.campuscontinuum.com](http://www.campuscontinuum.com).

\* \* \*

**CONTACT INFORMATION:**

**Juniata College:** Thomas R. Kepple, President – (814) 641-3101; [kepplet@juniata.edu](mailto:kepplet@juniata.edu)  
John Wall, Director, Media Relations: (814) 641-3132, e-mail: [wallj@juniata.edu](mailto:wallj@juniata.edu)  
**Campus Continuum:** Gerard Badler, Managing Director -- (617) 964-2422  
email: [gbadler@campuscontinuum.com](mailto:gbadler@campuscontinuum.com)  
Stanley Hurwitz, PR / Media – (508) 269-0570, e-mail: [stanhurw@comcast.net](mailto:stanhurw@comcast.net)