



FOR IMMEDIATE RELEASE

ON LINE SURVEY ANNOUNCED  
FOR ACTIVE ADULT (55+) “LIVING, LEARNING & SERVING COMMUNITY”  
AT THE UNIVERSITY OF WISCONSIN OSHKOSH

OSHKOSH, WI (May 31, 2007) -- The University of Wisconsin Oshkosh could become host to one of America’s first 55+ active adult communities closely integrated with an academic institution—and the first in Wisconsin. Anyone interested in learning about and shaping the proposed “Campus Continuum at UW Oshkosh” is invited to respond to a brief online survey designed to assess market feasibility.

The survey is at [www.campuscontinuum.com/uwosh](http://www.campuscontinuum.com/uwosh).

UW Oshkosh, with support from the UW Oshkosh Foundation, has agreed to collaborate with Campus Continuum LLC of Newton, Mass., and Akcess Acquisition Group, LLC. Campus Continuum is conducting a feasibility study as part of its plan to build a network of university-branded, 55+ residential communities for lifelong learners nationwide. Akcess Acquisition Group is a Wisconsin developer.

No state or university funds will be spent on the exploration of this project. Funding provided by UW Oshkosh Foundation Inc. will help support the market feasibility costs.

In the proposed Campus Continuum community, residents would have access to the programs and facilities of UW Oshkosh, 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 become part-time lecturers or act as tutors and mentors to students. Residents will be invited to be active participants at all university art, music and theatre programs, public lectures and athletic events.

Campus Continuum would hire a Dean of Programs to coordinate relations between residents and the university, as well as collaborate to develop educational programs, seminars, social, travel, recreational and volunteer opportunities.

The site for the innovative residential concept is known as the Marion Road/Waterfront Redevelopment Site, along the Fox River adjacent to UW Oshkosh. The site’s master

plan calls for the development of office, retail and entertainment venues, and boat slips. The entire site will be designed to provide pedestrian access to the Fox River and to serve as a conduit between Oshkosh's historic downtown and UW Oshkosh.

Campus Continuum sees the initiative as part of a major new trend. "As Baby Boomers age, many are asking for something more than a traditional retirement home in a gated community," said Gerard Badler, Managing Director of Campus Continuum. "They seek the intellectual and social stimulation that comes from affiliation with other active learners."

Badler said the project is expected to attract interest from a diverse set of older adults-- UW System alumni, older and retired faculty and staff, along with the parents of past students and current faculty. Badler added, "We also expect significant demand from people with no prior affiliation with the university who are attracted to the varied, enriched, upbeat lifestyle we offer," Badler added.

UW Oshkosh Chancellor Richard H. Wells has said, "Our campus community has been working for many years with key community leaders to develop the idea of creating a living, learning and serving community. We want to bring together people of diverse backgrounds who are interested in joining our academic community and accessing our programs, services and facilities. We now have brought together the team that can bring the project to fruition."

Former Gov. Thompson said, "This proposal is truly a new and creative alternative for America's burgeoning Baby Boomer population who are living longer and who want to stay active both physically and mentally. What a wonderful way for those in whom the country has invested so heavily to give back to society. I believe this can be a model for similar projects across the country."

Campus Continuum is also collaborating with Juniata College (Huntingdon, PA) University of Massachusetts Dartmouth and Saint Francis University (Loretto, PA) to develop similar communities with their campuses.

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The University of Wisconsin Oshkosh has grown since its founding in 1871 to become the third largest university in Wisconsin. With a fulltime enrollment of more than 12,400 (11,000 on campus) students, the university offers 73 associate, baccalaureate and master's degree programs in the colleges of [Business Administration](#), [Education and Human Services](#), [Letters and Sciences](#) and [Nursing](#). Its NCAA Division III [athletic program](#) is among the best in the nation. UW Oshkosh, an educational and cultural anchor that had a \$501-million impact on the New North region in 2005-2006, serves as an economic engine for 1.2 million citizens of northeastern Wisconsin.

**Campus Continuum LLC**, based in Newton, Mass., organizes residential 55+ Active Adult Communities for life-long 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). For more information see [www.campuscontinuum.com](http://www.campuscontinuum.com).

**Akcess Acquisition Group, LLC** is a wholly owned subsidiary of the Akcess Pacific Group, a California based holding company that owns a diversified portfolio of businesses including patented consumer products, cosmetics, healthcare, telecommunications and real estate. Together with its affiliated real estate investment fund, Cherokee Investment Partners, the Akcess Group has acquired and controls over \$2 billion of assets.

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