



**CONTACT:**

Tim Dutton

SCOPE

+1 941 365 8751

TDutton@scopexcel.org

**FOR IMMEDIATE RELEASE**

**SARASOTA MEMORIAL SUPPORTS THE INSTITUTE FOR THE AGES**

*Local nonprofit to use Sarasota Memorial office space as national innovation center*

**SARASOTA, Fla. July 27, 2010**– Sarasota Memorial recently announced its support for SCOPE’s Institute for the Ages by providing a portion of its office space in the hospital’s Main Plaza offices in downtown Sarasota.

“We see our commitment to the Institute as a statement of our desire to be at the forefront of change that will enhance the quality of life for our fast-growing aging population,” said Gwen MacKenzie, CEO of Sarasota Memorial.

SCOPE, a nonprofit committed to community engagement, recently completed a community study that examined how Sarasota County might make the most of being the oldest large county in the nation, 40 years ahead of the rest of the country.

“More than 30 percent of our population is over 65,” said Tim Dutton, executive director of SCOPE. “Our demographics present a unique opportunity for us.”

According to a recent report, “Challenges of Global Aging” published by the U.S. Department of Health and Human Services, “The world’s population is now aging at an unprecedented rate.”

The Institute will build on this advantage by working with national businesses, research organizations and the public to generate new products, services, policies and solutions to challenges that every community will face over the next decades.

“Sarasota Memorial is an innovative, forward-thinking hospital,” said Dutton. “We are thrilled that they are supporting this initiative.”

### **About SCOPE**

SCOPE is a nonprofit organization that connects and inspires citizens to create a better community. For more information, visit [www.scopexcel.org](http://www.scopexcel.org).

### **About Sarasota Memorial**

Founded in 1925, Sarasota Memorial Health Care System is among the largest public hospitals in Florida, with about 4,000 staff and 750 physicians. With an 806-bed acute care hospital and a comprehensive network of outpatient services, Sarasota Memorial offers the region’s greatest breadth and depth of care. For more information, visit [www.smh.com](http://www.smh.com).

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