



Sunrise Senior Living | McKnight Finalist | Inspiring Stories | Animals Love of Music

Music from Sunrise to Sunset: Stories from Care Leaders

Music is part of daily life at **Sunrise Senior Living** — inspiring movement, sparking memories, and bringing residents together....but don't take our word for it:

What Sunrise Says...



At Sunrise of Arlington, MA, upbeat tunes start the day, inspiring residents to move, smile, and sing along while they stretch and strengthen. Sing-Along is a favorite, with residents choosing their favorite genres and following lyrics on the big screen. "It brings so much joy to see them singing and laughing together," shares Activities & Volunteer Coordinator.

In Chesterfield, MO, patriotic favorites and golden oldies spark vivid memories and heartfelt sing-alongs, led by Life Enrichment Manager

At Sunrise of Plymouth, MA, music takes center stage with lively sing-alongs, group jam sessions, and seaside concerts led by Life Enrichment Manager.

And in Buckhead, GA, Coro Health playlists lift spirits

Whether it's movement, memories, or moments

daily, inspiring movement, smiles, and shared memories, shares the Life Enrichment Manager.

of connection, music keeps Sunrise residents engaged, active, and joyfully connected.

Recognition That Reflects Passion, Perseverance & Partnership

We are beyond honored to share that our incredible partners, **Sunrise Senior Living & The Engagement Bundle**, have been named finalists in the **Resident Engagement & Recreation** category of the 2025 McKnight's Excellence in Technology Awards!

We are profoundly grateful to stand alongside such dedicated partners in advancing the movement to enrich lives every day.



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MusicFirst Transforms Senior Living

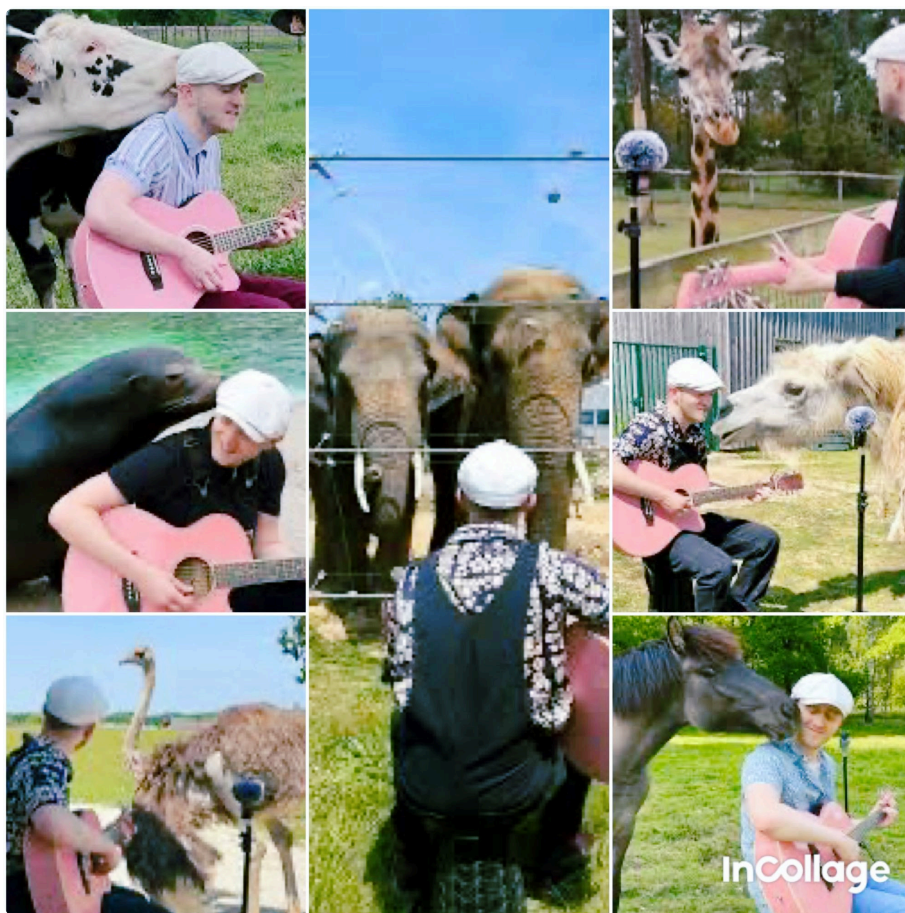


MusicFirst is a lifeline in senior living communities, it becomes the gentle thread that weaves residents, caregivers, and staff together.

A familiar melody can **quiet restless hearts, ease anxieties, and unlock memories thought long forgotten.** Suddenly, an ordinary afternoon transforms into laughter, storytelling, and moments of shared humanity. Those who witness it—family, staff, and residents alike—speak of how it sparks joy, deepens connection, and restores dignity, reminding everyone that **music is not just heard, it is felt, and it has the power to change lives.**

Watch the video

An Artist Discovers Animals' Secret Love of Music



What began as a simple idea of **singing love songs to cows** on his grandmother's farm has blossomed into something magical. The artist Plume has discovered that **music transcends species** - that animals don't just hear melodies, they feel them.

His unique gift has touched creatures from tear-moved giraffes, wondrous rhinos and curious okapis to dancing parrots, lemurs, breathtaking horses, and more, **revealing the profound emotional depths of animals**.

Follow [@plumes.official](#)

Watch The Video

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Wellbeing Through Music for Older Adults

This blog explores how therapeutic music supports emotional well-being in senior living, reducing anxiety, sparking connection, and creating daily moments of calm.

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Therapeutic Music for Cognitive Support in Dementia Care

Discover how personalized therapeutic music supports cognition, reduces distress, and creates moments of joy for individuals living with dementia.

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