



**For Immediate Release**

## **3rd3rd Marketing Rebrands CFI as AgingIN to Inspire the Future of Eldercare**

CEOs Cynthia Thurlow and Susan Ryan Discuss the Rebrand, Ageism, and Person-Directed Living in New Podcast Episode

**August 13, 2025 – Seattle, WA** – 3rd3rd Marketing, a Seattle-based creative agency that specializes in senior living and aging services, is proud to celebrate the public debut of AgingIN—a bold new brand for a movement dedicated to transforming aging and care in America and globally. Formerly known as the Center for Innovation (CFI), the new identity was officially announced at the organization’s annual conference.

CFI, now operating as AgingIN, brings together the influential legacies of Pioneer Network and The Green House Project, uniting decades of leadership in culture change and person-directed living under a single brand. The new name, identity, and messaging reflect a radical departure from outdated, institutional images and language around eldercare, and 3rd3rd was honored to lead the creative and strategic process that made it possible.

“It was a privilege to partner with Susan Ryan, CEO of AgingIN and her team of professionals who care deeply about aging with dignity. Together, we created a new brand that isn’t just fresh—it’s fundamentally different,” said Cynthia Thurlow, founder and principal of 3rd3rd Marketing. “This is about replacing tired tropes with a narrative that honors humanity at every age.”

### **A Brand Rooted in Life, Not Labels**

AgingIN’s new brand reflects intention, vitality, and dignity—for both older adults and the care professionals who support them. It positions aging as a dynamic, life-affirming process—and reframes care as something deeply human, not just clinical.

3rd3rd led the full rebranding initiative, including:

- Brand strategy and naming

- Narrative development
- Visual identity
- Website design
- Launch video production

“I’m incredibly grateful to our 3rd3rd team, who helped bring this vision into the world with care, imagination, and intention,” said Thurlow. “This is more than a brand—it’s a message to the field that the future of aging services must be different. And it can be.”

“Thanks to the 3rd3rd team, we were able to approach our rebrand with fresh ideas and bold creativity while capturing the essence of who we are at our core,” said Susan Ryan, CEO of AgingIN. “Their guidance, insight, and expertise helped us refine our vision, clarify our messaging, and launch with confidence and excitement.”

To talk about the launch and the future of aging services, Cynthia Thurlow joined Susan Ryan on the latest episode of *Elevate Eldercare*, the podcast hosted by AgingIN. In a personal and provocative conversation, the two explored:

- The shift from CFI to AgingIN
- Why ageism still shapes our systems—and how to push back
- The brand-building process behind AgingIN
- What aging services leaders must do now to remain relevant

“If you’re ready to reimagine what eldercare can be, this conversation goes far beyond marketing,” said Thurlow. “It’s about creating a culture that values aging—and the people who make compassionate care possible.”

**Listen here:** <https://thegreenhouseproject.org/podcast/>

### **About AgingIN**

AgingIN is a global nonprofit dedicated to being the catalyst for person-directed living and empowered cultures in the community of one’s choice. Our consulting, technical assistance, and education services empower aging services providers to implement lasting change and transformation that is meaningful and measurable. Formerly known as the Center for Innovation, AgingIN was born from the merging of two of the most influential voices in eldercare transformation: Pioneer Network and The Green House Project. For more information, visit: [AgingInnovation.org](https://AgingInnovation.org)

### **About 3rd3rd Marketing**

3rd3rd is a creative and strategic agency reshaping how the world views aging. With a focus on senior living, aging services, and cultural transformation, 3rd3rd helps mission-driven organizations stand out—and stand for something. Learn more at [3rd3rd.com](https://3rd3rd.com).

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