



Thrive Center
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FOR IMMEDIATE RELEASE

**THRIVE CENTER IN A COLLABORATIVE PARTNERSHIP WITH BELLARMINE
UNIVERSITY AND CDW CORPORATION
UNVEILS NEW LOCATION WITH LOCAL DIGNITARIES
ON MONDAY, SEPTEMBER 29, AT 4:00 PM AT 3430 NEWBURG ROAD**

Louisville, KY – (September 26, 2025)

Sheri Rose, CEO and co-founder of Thrive Center, has announced a collaborative partnership with Bellarmine University and CDW Corporation, a Fortune 500 company and leading multi-brand provider of information technology solutions to business, government, education, and healthcare customers in the United States, the United Kingdom, and Canada. The grand re-opening is scheduled for Monday, September 29, 2025, at 4:00 PM Eastern Standard Time. The ceremony will feature a tour of the new facility and include remarks from community leaders: Rocky Adkins, senior advisor to Governor Andy Beshear; Deputy Mayor Nicole George; Metro Councilwoman Josie Raymond; and Dr. Susan Donovan, President of Bellarmine University.

Thrive is a unique consortium comprised of a collaborative group of innovators, researchers and healthcare providers from across the United States who are focused on solving challenges and scaling solutions for the aging care market. Thrive Center brings together in one physical location an interactive, hands-on experience of the technology, innovation and educational programs facilitated by Bellarmine University faculty and students.

The newly enhanced facility represents the next chapter in Thrive's commitment to innovation and senior care. The center is designed to inspire innovation with a fully functional smart home, an expanded event space, and start-up pavilions. The generosity of partners such as CDW Corporation and Bellarmine University has made this new, state-of-the-art facility possible.

Jon Karl, Vice President CDW Healthcare said, "Our partnership with the Thrive Center has allowed us to be directly involved with front line advancements in technology that are improving everyday quality of life. Embracing technology innovation and helping drive awareness around new solutions will pave the way for a brighter future and endless possibilities. The advancements we are witnessing today not only support healthy aging, they are driving collaboration across the industry with meaningful outcomes."

"Bellarmine University is proud to partner with the Thrive Center and CDW to advance innovation in senior care," said Dr. Susan M. Donovan, Bellarmine's president. "Healthcare is central to our educational mission, and our purchase of the Watterson Medical Center in 2018 was a strategic investment to expand clinical, research, and community opportunities. Hosting the Thrive Center here brings that vision to life — creating hands-on learning for our students while strengthening our city's role as a leader in healthcare innovation."

Thrive opened its doors in 2017 in downtown Louisville on Market Street, and with the rapid technological advancements in innovations and an increase in local and international visitors, it was time to expand the facility and redesign the smart home.

“We outgrew our space and with the new technological advances, it was time to redesign and leverage our partnerships built over the years,” said Sheri Rose, CEO and co-founder of Thrive. “Our mission is to transform the quality of life and care and instill health and well-being for older adults. We help to commercialize and give exposure to age tech solutions that foster brain health and mobility, which are needed to maintain independence,” said Rose.

Mary Haynes, president and CEO of Nazareth Home, and chair of the Thrive Center Board, said: “The Thrive Center is a remarkable alliance in our own backyard. This unprecedented organization has introduced us to creators of technological solutions from around the globe and allowed us to have direct input regarding the needs of the aging population. We have been able to tailor support for the very people we serve.”

About Bellarmine University

Bellarmino University is a vibrant community of educational excellence and ethical awareness located in Louisville, Kentucky. Named after Saint Robert Bellarmine, the university was founded in the distinguished, inclusive Catholic tradition of academic excellence. Bellarmine consistently ranks among the nation's best colleges and prepares students for a well-rounded life and career through personalized pathways to success. Students can tailor their experience through access to hands-on experiences, internships, clinicals, fieldwork, study abroad programs, and volunteer opportunities. For more information about Bellarmine University, please visit bellarmine.edu.

About CDW Corporation

CDW Corporation is a leading multi-brand provider of information technology solutions to business, government, education and healthcare customers in the United States, the United Kingdom and Canada. A Fortune 500 company and member of the S&P 500 Index, CDW helps its customers to navigate an increasingly complex IT market and maximize return on their technology investments. For more information about CDW, please visit www.CDW.com

About Thrive Center

Thrive Center is a non-profit 501 (c) (3). In addition to its modern facility, Thrive offers numerous programming opportunities for adults and strategic sessions with healthcare providers and professionals who care for and serve older adults. Visitors from around the world have visited this extraordinary showcase to experience firsthand the products, multimedia experiences, and programming built around the key theme of enhancing the quality of life. Thrive Center is open to the public and welcomes guests to tour the center.

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