



Cynthia Thurlow Cruver

Founder, Principal

Cynthia Thurlow Cruver is the founder and principal of 3rd+, a national vision-driven firm that provides holistic approaches, services and solutions to the senior living industry to make aging better by helping communities to live their missions. Her experiences with her family elders' aging journey and a desire to change the industry for the better led to her vision for a company that is committed to helping people age brilliantly through the 3rd Third of their lives.

A multi-industry expert with over thirty years combined experience in advertising, senior living, and restaurant ownership, Cynthia has developed a reputation for her unconventional thinking and unique approaches to modernizing the senior living industry.

Her dedication to dignified elder care combined with her passion for health and wellness, modern farm-to-table dining and age-positive messaging has enabled her to grow her company into a multi-faceted organization that works to eliminate ageism by focusing on positive aging messaging, revitalizing culinary programs, providing engaging life enrichment solutions, and equalizing the lifestyle experiences across the continuum from independent living to skilled nursing.

Cynthia has a set of core beliefs that are at the heart of her personal and professional philosophies. She believes that food is medicine, and that delicious, healthy and aesthetically pleasing food nourishes the soul as well as the body

and is a gateway to overall happiness and well-being. Cynthia has long been a proponent that age does not define the person, and that a person's quality of life should not be diminished based on the institutional model that created senior living.

She also has a lifelong mission to obtain knowledge and use it to better the lives of others. No matter how far up the ladder you climb, there is always something to learn, and there is always a way to do better. Passion, collaboration, and an open mind are the keys to unlock success and make the world a better place.

In her spare time Cynthia enjoys organic gardening, cooking, travel, painting, and living the Pacific Northwest Island life with her husband Patrick and her doodle dog Dr. Pickles.