



## **For Immediate Release**

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## **Heritage Senior Living's Eau Claire community receives Best of Eau Claire Award for Senior Citizen Center**

**WEST ALLIS, WISCONSIN (July 27, 2017)** – Heritage Senior Living announced today that its Eau Claire memory care community, Heritage Court Eau Claire, received the 2017 Best of Eau Claire Award in the Senior Citizen Center category from the Eau Claire Award Program. Each year, the Eau Claire Award Program identifies companies that have achieved exceptional marketing success and enhanced the positive image of small businesses in their local community and business category.

"This award recognizes our dedicated staff, who provide personalized, loving care to our residents every day," said Sabrina Atwood, executive director of Heritage Court Eau Claire. "We are proud to be one of the exceptional companies that helps make the Eau Claire area a great place to live, work and play."

Heritage Court Eau Claire provides each resident with personalized care plans, culinary plans and life enrichment activities. The memory care community is well-known for its therapy-focused services, which build and maintain cognitive strength for residents with Alzheimer's and dementia and help reduce the need for medications. The community offers multisensory therapy activities, such as animal, music, spa, art and aroma therapies, as well as a multisensory Snoezelen Room, which uses light, sound, music, touch and scent to stimulate the brain, reduce anxiety and help residents reconnect with their environment.

"We're very proud of our Heritage Court Eau Claire community for winning this award," said Pierre Verger, vice president of operations at Heritage Senior Living. "Providing quality service and care is a top priority at Heritage Senior Living, and the staff in Eau Claire have definitely demonstrated that through their hard work and dedication."

Heritage Court Eau Claire also features an uncomplicated, circular building design, allowing residents to freely stroll throughout a safe and secure environment without encountering dead-ends, which can cause anxiety. Plus, a lush, enclosed courtyard in the middle of the community allows residents to safely access the outdoors.

Winners of the 2017 Best of Eau Claire Award were determined based on information gathered by the Eau Claire Award Program and data provided by third parties.

For more information on Heritage Court Eau Claire, visit: <https://heritagesenior.com/eau-claire-heritage-court>.

### **About Heritage Senior Living**



Headquartered in West Allis, Wisconsin, Heritage Senior Living was founded in 2000 by Milo Pinkerton to provide residents with the highest quality of care possible, while at the same time promoting independence and maintaining dignity. Heritage Senior Living is the largest senior living operator based in Wisconsin, with 15 senior living communities throughout the state – and one currently under development – that are home to more than 2,000 seniors. Most Heritage Senior Living communities offer several levels of care, from independent living to assisted and enhanced assisted living and memory care units, so that residents can embrace life’s journey from the comfort and convenience of one location that meets all of their physical, mental and emotional needs. For more information, visit: <http://heritagesenior.com/>.

**About the Eau Claire Award Program**

The Eau Claire Award Program is an annual awards program honoring the achievements and accomplishments of local businesses throughout the Eau Claire area. Recognition is given to those companies that have shown the ability to use their best practices and implemented programs to generate competitive advantages and long-term value. The Eau Claire Award Program was established to recognize the best of local businesses in our community. The organization works exclusively with local business owners, trade groups, professional associations and other business advertising and marketing groups. Their mission is to recognize the small business community's contributions to the U.S. economy.

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