



For Immediate Release

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Heritage Senior Living hosting July 29 grand opening for Aspire Senior Living community in Kimberly, Wisconsin

Community offers 140,000 square feet of space for independent, assisted living and memory care residents

WEST ALLIS, WISCONSIN (July 24, 2017) – Heritage Senior Living will host a grand opening for its new Aspire Senior Living community, located at 825 Cobblestone Lane in Kimberly, Wisconsin, on Saturday, July 29, from 10 a.m. to 1 p.m. The public is invited to attend the event and tour the new state-of-the-art community. Heritage Senior Living is the largest senior living operator based in Wisconsin, and Aspire Senior Living is the company's 15th location in the state.

The 140,000-square-foot community features 136 total units, including 45 independent living apartments, 48 assisted and enhanced assisted living apartments and 43 memory care suites. Heritage's enhanced assisted living – which is not available at many senior living communities – bridges the gap between traditional assisted living and skilled nursing care. The connected, campus-like layout provides residents the option to age in place as their health needs change, transitioning from independent living to assisted living, enhanced assisted living or memory care without leaving the building, their friends or the staff.

"We are thrilled to be a part of the Kimberly community and to offer a comfortable, elegant home to Fox Valley seniors," said Pierre Verger, vice president of operations at Heritage Senior Living. "We pride ourselves on providing personalized, loving care to every resident, and our highly trained staff members deliver a tailored care plan to meet each individual's health needs and personal preferences."

Premium amenities and all the comforts of home

All Aspire Senior Living apartments are designed with high-quality cabinetry, natural stone and wood finishes, stainless steel appliances, granite counter tops, large windows, walk-in showers, heated floors and other luxury details to bring the touches of home to residents. The community features many modern amenities on-site, including: two private dining rooms, a movie theater, a rehabilitation gym and pool, beauty/barber salon, pub, game room, bistro and convenience store. There is also outdoor space for residents and their families to enjoy, including a patio with a fire pit and gas grills, a gazebo and a walking path around a pond.

In addition, residents can take advantage of a variety of life enrichment activities, including fitness and social clubs, weekly religious services and regular outings in the local area. Aspire Senior Living also offers rehabilitation and wellness programs on-site, as well as a high-quality culinary program that includes home-cooked, nutritionally balanced meals, fresh fruits and vegetables, homemade soup, salad and fresh-baked bread.



“Aspire Senior Living residents will enjoy the many different life enrichment activities and experiences our communities offer,” said Verger. “Themed lunches, Friday night fish fries, outings to local arts and entertainment destinations, and personalized wellness programs all help ensure our residents are happy and engaged.”

Memory care expertise

A leader in memory care, Heritage Senior Living is known for its innovative and therapy-focused memory care services for residents with Alzheimer’s and dementia. Aspire Senior Living features a multisensory Snoezelen Room, which uses light, sound and music, touch and scent to initiate sensory stimulations in the brain, helping residents reconnect with their environment and reducing anxiety. The community also offers a unique music program, called A Measure in Time, through which residents are provided a personalized music playlist in order to create opportunities for expression and help them recall fond memories.

The design of Aspire Senior Living’s memory care community is ideal for those with Alzheimer’s and dementia, since it follows an uncomplicated, circular design that allows residents to freely stroll through a safe and secure environment without encountering dead-ends, which can cause anxiety. The community also offers an interior courtyard where residents can safely access the outdoors.

Aspire Senior Living, which is in the process of hiring full- and part-time staff members, has created roughly 70-80 new local jobs. New caregivers and staff are trained to enhance each resident’s quality of life with personalized care programs to reflect their individual interests, abilities and preferences.

For more information on Aspire Senior Living in Kimberly, please visit: www.aspiresenior.com

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/>.

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