



For Immediate Release

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**Heritage Senior Living to hold Fundraiser Walk Benefiting the
Alzheimer's Association**

Residents from five Heritage communities will walk in the June 24 event in New Berlin

WEST ALLIS, WISCONSIN (June 22, 2017) – Heritage Senior Living, which operates 14 senior living communities throughout Wisconsin, will hold a Heritage Hike Fundraiser Walk on Saturday, June 24, with proceeds benefiting the Alzheimer's Association. The event, which will take place along Heritage Deer Creek's ¼-mile walking path (3585 S. 147th Street in New Berlin), is a mini walk in advance of the larger Milwaukee County Walk to End Alzheimer's on September 17, in which Heritage residents will also take part.

"Heritage Senior Living is actively committed to raising funds for the Alzheimer's Association throughout the year," said Pierre Verger, vice president of operations for Heritage Senior Living. "This pre-walk is just another way to show our support for the organization and their fight against Alzheimer's."

Registration for the event will begin at 10:30 a.m. on June 24, with the walk directly after from 11 a.m. to 2 p.m. Roughly 125 residents from five Heritage communities – in New Berlin, West Allis, Greenfield, Menomonee Falls and Waukesha – are currently committed to walking, with approximately 50 members of the community are expected to join them. Funds will be raised through sponsorship of the walkers, as well as through the sale of food, drink and raffle tickets, resident-made dog biscuits and T-shirts for tie-dying.

Representatives from the Alzheimer's Association will be on hand for the event, and local businesses and organizations will be set up along the path to greet walkers and provide water. In addition to the walk itself, the event will also feature live entertainment, a brat fry, and a raffle, with prizes donated by local businesses. Prizes will also be awarded to the best decorated hiker, walker and wheelchair.

Heritage Senior Living is dedicated to the care of individuals with Alzheimer's and related dementias, and currently has 10 memory care communities across the state, in addition to independent, assisted and enhanced assisted living communities. Heritage's individualized Toddy's Touch approach – named after the founder's mother, who had Alzheimer's – focuses on personalized care plans and multisensory activities to build cognitive strength. Each resident receives a customized dining and wellness program, and Heritage's certified life enrichment staff regularly leads non-medication therapy activities, such as animal, music, spa, art and aroma therapies. Many memory care communities also offer 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.



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 operates 14 senior living communities throughout Wisconsin – with two more under development – that are home to more than 1,500 seniors. Each Heritage Senior Living community offer several levels of care, from independent living to assisted and enhanced assisted living to 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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