



*Independent Living, Assisted Living and Memory Care Communities*

## **For Immediate Release**

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### **Heritage Senior Living to open its 15<sup>th</sup> senior living community in Kimberly, Wisconsin 140,000-square-foot community to offer independent and assisted living, memory care**

**WEST ALLIS, WISCONSIN (April 27, 2017)** – Heritage Senior Living announced today that it will open its 15<sup>th</sup> senior living community in Wisconsin at 825 Cobblestone Lane in Kimberly, Wisconsin, this summer. Called Aspire Senior Living due to a similarly-named senior living facility in the area, the 140,000-square-foot community will feature 136 total units, including 45 independent living apartments, 48 assisted living apartments and 43 memory care suites. Independent living residents are expected to move in during June 2017, followed by assisted living and memory care residents in July 2017.

“We are already seeing great interest in our community from Kimberly-area seniors and we’re looking forward to officially opening our doors this summer,” said Pierre Verger, vice president of operations at Heritage Senior Living. “At Heritage Senior Living, we pride ourselves on creating a home-like atmosphere and offering unique amenities. For example, the design of our communities anticipates residents’ unique needs and preferences, such as ample natural lighting in all apartments and common areas, and heated flooring to ease the cold Wisconsin winters. At the same time, our highly-trained staff work hard every day to ensure our residents receive personalized, loving care.”

Each apartment home at Aspire Senior Living features high-quality cabinetry, natural stone and wood finishes, stainless steel appliances, granite counter tops, large windows in every unit, walk-in showers, heated floors and other luxury details that provide a warm and comfortable ambiance. To increase convenience for residents and their families, the community also features contemporary 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 ample outdoor space for residents to enjoy, including a patio with a fire pit and gas grills, a gazebo and a walking path around a pond.

The Aspire Senior Living community offers multiple levels of care so residents can age in one place as their health needs change. Residents can move into an independent living apartment and if at some point in the future they require additional care, they can easily transition to assisted living, enhanced assisted living or memory care without leaving the building, their friends or the staff they have come to know.

Heritage Senior Living is known for its innovative and therapy-focused memory care services that build and maintain cognitive strength for residents with Alzheimer’s and dementia. Aspire Senior Living offers a multi-sensory “Snoezelen Room” to help residents reconnect with their environment using light, sound and music, touch and scent to initiate sensory stimulations in the brain that help reduce anxiety. In addition, Heritage



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Senior Living's unique music program, "A Measure in Time," provides residents with a personalized music playlist to stimulate meaningful recall of fond memories and create opportunities for expression. Even the design of each Heritage Senior Living community takes into account the specific needs of residents with Alzheimer's or dementia. Each memory care unit features an uncomplicated, circular building design, which allows residents to freely stroll throughout a safe secure environment – dead-end hallways can cause residents with Alzheimer's and dementia anxiety about not knowing where to go – and an interior courtyard where residents can safely access the outdoors.

A wide array of services and amenities such as fitness and social clubs, weekly religious services and regular outings in the local area will be available to Aspire Senior Living residents, in addition to comprehensive rehabilitation and wellness programs on-site. Independent, assisted living and memory care residents will also be able to take advantage of Heritage Senior Living's high-quality culinary program, with each meal cooked from scratch and featuring fresh fruits and vegetables, homemade soup, salad and fresh-baked bread, and individualized selection and menu planning. The chef will also prepare themed lunches and dinners that coincide with local tastes, such as a Friday Night Fish Fry or hamburgers and brats for football games.

The Kimberly Aspire Senior Living community will create 70-80 new full- and part-time jobs. Caregivers and staff will strive to enhance residents' quality of life by customizing care programs to reflect their individual interests, abilities and preferences. In order to ensure caregivers themselves are cared for, Heritage Senior Living provides its employees with competitive benefits, ongoing training and educational opportunities, and comfortable break rooms.

One-bedroom independent living units start at \$1,990 a month, which includes parking, housekeeping and one meal a day. The by-appointment-only leasing office is located in the Festival Foods-anchored shopping center nearby at 3165 W. VanRoy Road Suite 1. For information, call 920-720-0288. See more online at [www.aspiresenior.com](http://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 operates 14 senior living communities throughout Wisconsin 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 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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