



*Independent Living, Assisted Living and Memory Care Communities*

## **For Immediate Release**

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### **Heritage Senior Living hosting grand opening for new Lake Country community 125,000-square-foot community to offer independent and assisted living, memory care**

**WEST ALLIS, WISCONSIN (March 27, 2017)** – Heritage Senior Living will host a grand opening for its new Lake Country senior living community at 2975 Village Square Drive in Hartland, Wisconsin, on Thursday, March 30, from 3 p.m. to 7 p.m. A ribbon cutting ceremony will be held at 4 p.m. featuring remarks by Heritage Senior Living executives and the Hartland Chamber of Commerce.

The new Lake Country community is Heritage Senior Living's 14<sup>th</sup> senior living community in Wisconsin. Heritage Lake Country includes 45 independent living apartments, 16 assisted living apartments, 27 enhanced assisted living apartments and 36 memory care suites. Each apartment home features high-quality cabinetry, stainless steel appliances, granite counter tops and other luxury finishes that provide a modern yet comfortable ambiance.

The 125,000-square-foot community also features contemporary amenities, including: three dining rooms, a relaxing library, private dining room, movie theater, a fitness center and therapy pool, beauty/barber shop, a pub with a pool table and a bistro.

Heritage Senior Living designs and builds every community to best serve the needs of residents and their visiting family members and friends. Every new construction project takes into account operational feedback from Heritage's other communities throughout the state regarding what features residents like and use often and which could be improved to provide an even better experience.

"We are looking forward to becoming a part of the Lake Country community and welcoming area seniors to a caring and vibrant new home," said Pierre Verger, vice president of operations at Heritage Senior Living. "Each of our communities offers several levels of care to ensure that we meet our residents' physical, mental and emotional needs over time."

Residents can take advantage of a wide array of services and amenities such as fitness and social clubs, weekly religious services and regular outings in the local area. The Heritage Lake Country community will also offer an advanced wellness program that emphasize close coordination with each resident's physician, as well as massage and spa services, aromatherapy and yoga classes on-site.

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Heritage Senior Living is known for its innovative and therapy-focused memory care services, which provide residents with Alzheimer’s and dementia special activities that build and maintain cognitive strength. The Lake Country memory care community 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 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.

A high-quality culinary program is a trademark of every Heritage community, and Heritage Lake Country is no different. Each meal is cooked from scratch by the culinary team, and features fresh fruits and vegetables, homemade soup, salad and fresh-baked bread, and individualized selection and menu planning for each resident.

“We believe that dining with friends and loved ones is a treasured tradition that should be celebrated. Heritage Lake Country’s trained chef will prepare themed lunches and dinners, giving a special twist to local favorites such as Friday Fish Fries and hamburgers/brats for football games,” said Verger. “It’s not uncommon to see the head chef having a table-side visit during a meal to ensure residents’ preferences and unique tastes are met.”

Heritage Lake Country will create 60 new full- and part-time positions. Caregivers and staff will strive to enhance residents’ quality of life by customizing care programs to reflect their individual interests, abilities and preferences.

### **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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