



For Immediate Release

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Heritage Senior Living in Middleton to Thank First Responders with July 11 Brat Fry

MIDDLETON, WISCONSIN (July 7, 2017) – Residents and staff of Heritage Senior Living Middleton plan to honor Middleton’s EMS, fire and police teams with a Brats for Heroes cookout on Tuesday, July 11. The first-of-its-kind event is a thank-you to Middleton-area first responders for keeping Heritage Middleton residents safe throughout the years, as well as being a trusted resource for educational and safety-related events.

“We are incredibly thankful for our first responders and their service to our residents,” said Jessica Lauer, executive director of Heritage Middleton, which houses independent, assisted living and memory care residents. “They are quick to respond and always professional and compassionate. Plus, they’re a great community partner, whether it’s teaching our residents and staff about personal safety or leading an educational event on how to avoid identity theft.”

The event will take place at Heritage Middleton, 6234 Maywood Ave., and will run from 12 p.m. to 2 p.m. All first responders in the area – both paid and volunteer – are invited to attend, and each will receive a box with a brat and bun, chips, potato salad and a bottle of water. Attendees may either drive through the front loop of the Heritage Middleton parking lot to pick up a box to go, or enjoy it in the community’s interior pub area.

Heritage Middleton and the 13 other Heritage properties currently operating throughout Wisconsin make it a point to incorporate an array of safety and educational events into their robust calendar of activities each month, often partnering with trusted community partners in the process. “These events are beneficial on several levels,” said Lauer. “They help our residents remain safe, while also fostering an atmosphere of continued learning. It’s also a great way to promote rewarding interactions between our residents and the greater community.”

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 2,000 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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