



For Immediate Release

Media Contact:

Samantha Orne

(414) 376-2892

samantha@reputationpartners.com

Heritage Senior Living to Hold October 25 Informational Event Regarding New Muskego Community

WEST ALLIS, WISCONSIN (October 16, 2017) – Heritage Senior Living, the largest senior living company headquartered in Wisconsin, will host a presentation and luncheon on Wednesday, October 25, from 11:30 a.m. to 1:30 p.m. at Lakepoint Church, S63 W13694 Janesville Rd., Muskego, to provide more information on its new Heritage Muskego community, which is set to open in the summer of 2018. This will be the company's 16th community in the state and will offer a full continuum of care, including a mix of independent apartments, assisted living apartments and memory care suites.

Leaders from Heritage Senior Living and the Muskego community will be present at the event, which will provide details on Heritage Muskego, its modern amenities and the levels of care available. Milo Pinkerton, the company's founder and CEO, and Pierre Verger, vice president of operations, will be available to answer questions. Additional remarks will be made by Kathy Chiaverotti, mayor of Muskego, Neil Borgman, alderman of District 3, and Mark Hammond, director of development for MSP Real Estate, which owns and manages all of Heritage's communities.

"We're excited to be bringing this state-of-the-art community for seniors to Muskego," says Verger. "At Heritage Senior Living, we pride ourselves on providing services and amenities that are just as vibrant as the seniors we serve. From a soothing warm-water pool and an on-site restaurant, to a movie theater with club seating and a fitness center with on-site therapy, residents will enjoy a premium lifestyle paired with excellent care."

Heritage Muskego, which broke ground earlier this year at S64 W13780 Janesville Rd., will feature 108 total units spread across two stories. With various levels of care – a feature that has become standard in all recent Heritage communities – Heritage Muskego will provide residents the ability to age in place as their health care needs change, as well as a lifestyle of choice with many distinctive services and amenities. Each of the community's 29 independent apartments can be converted to assisted living if needed, and Heritage's unique enhanced assisted living component bridges the gap between traditional assisted living and skilled nursing care.

Heritage Muskego will also feature two private dining rooms, heated underground parking, a salon, pub, convenience store, and an outdoor patio with a fire pit and gas grills. The residences will include high-quality cabinetry, natural stone and wood finishes, stainless steel appliances, granite counter tops, heated floors and other luxury touches. Together with tailored care plans and a vibrant calendar of life-enrichment activities and outings, Heritage Muskego will allow residents to live the good life without ever leaving home.



For more information on Heritage Muskego, or to learn more about future informational events, call 414-425-7155.

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 – plus Heritage Muskego, which is 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/>.

###