



Independent, Assisted Living, & Memory Care Communities



FOR IMMEDIATE RELEASE:

**Heritage Senior Living partners with Marquette University
to Form a Senior Cheer Squad**

The 'Silver Eagles' will perform during the February 26 Marquette men's basketball game

WEST ALLIS, Wis. (February 24, 2020) – Heritage Senior Living is proving you're never too old to become a cheerleader. The West Allis-based senior living provider has formed a cheer team of 10 local Heritage residents, ranging in age from 62 to 87. Together with the Marquette University cheer and dance teams, the "Silver Eagles" are learning a special routine which they'll perform at the Marquette men's basketball game on February 26.

"This is such a unique opportunity," says Debbie Miller, Heritage's vice president of branding and communication, who has been helping the residents learn their routine. "Only one or two of the residents have prior dance or cheer experience, but many of them have dreamed of doing it. Now they have their opportunity!"

Each week select members of the Marquette cheer and dance teams have been venturing out to Heritage's West Allis community to go over the cheer. Practices, which commenced in late January, begin with a warm-up session followed by a few run-throughs of the cheer, which has been specially choreographed for the seniors' flexibility and mobility levels. Breaks throughout the practice session not only allow residents to recharge but give them the opportunity to interact with the students and learn more about their lives.

"This is the first time Marquette Athletics has ever partnered with a senior living community and it has been a great fit," says Dan Fitzgerald, business development manager for Marquette Athletics. "The student athletes are acting as great ambassadors for the athletics program, and for Marquette University. And the Heritage Senior Living residents are so enthusiastic about the program. It's wonderful to see!"

The Silver Eagles are hard at work perfecting their cheer for the February 26 game against the Georgetown Hoyas, which will take place at 7:30 p.m. at Fiserv Forum. The team will debut their routine at halftime.

"I have no doubt the performance will get one of the loudest ovations of the game," says Fitzgerald. "Our main goal is to create something fun and memorable – and I'm sure it will be!"

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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 has 15 senior living communities throughout Wisconsin – plus one 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/>.

About Marquette Athletics and Learfield

Marquette Sports Properties is the local Learfield IMG College team dedicated to representing the Golden Eagles and overseeing the rights relationship and corporate partner platform. Learfield IMG College unlocks the value of college sports for brands, fans and universities through the representation of collegiate institutions, conferences and arenas. Headquartered in Plano, Texas, the company has long had the privilege of being an advocate for intercollegiate athletics and the student-athlete experience. Since 2008, it has served as title sponsor for the acclaimed Learfield IMG College Directors' Cup, supporting athletic departments across all divisions.

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