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Immediate Release

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Greenfield Senior Living, Inc. Announces Leadership Team At Greenfield of Williamsburg:

(FALLS CHURCH, VA) – August 26st, 2013 - Greenfield Senior Living, Inc., a Falls Church, Virginia-based senior living service provider, announced today two key leadership positions have been filled at Greenfield Senior Living of Williamsburg.

Neal Clarke, CALA, Executive Director of Greenfield Senior Living at Williamsburg, brings 20 years of senior living management experience to the community. He understands the expectations of residents making the transition from their lifelong residence to an assisted living where they will be encouraged to continue to remain independent with dignity and respect. Mr. Clarke has opened 3 assisted living properties, most recently in Arlington, Virginia. He has managed upscale retirement communities in New Jersey, New York, California and Washington DC. He has been honored as Gerontologist of the Year by the NJ Society on Aging and a Special Recognition for Service to the Aged by the Seton Hall University School of Social Work. He served as Senator Bill Bradley's Delegate to the 1995 Whitehouse Conference on Aging. He holds a Master's Degree in Public Administration from Farleigh Dickinson University. He likes to introduce his alter ego as Harry Truman letting residents know "The Buck Stops Here" and ultimately he is responsible for the entire community.

Kim Van Eck, MSG, joins us as Director of Community Relations at Greenfield Senior Living of Williamsburg. Kim is a Gerontologist / Thanatologist who has lived in Williamsburg for 14 years with her husband, Dale. Work and research studies for Kim have focused on a holistic person-centered approach of supporting optimal lifespan aging through life's transitional milestones and barriers, and embracing the gift of life at any age or stage. She holds a Master of Science in Gerontology (MSG) from Virginia Commonwealth University in Richmond, VA, a Bachelor of Science in Human Resource Development - Human Services from Oakland University in Rochester, MI, and extensive coursework in Accounting and Finance from Canada before moving to the U.S. 25 years ago. Kim has national Certification in Thanatology (CT) from the Association for Death Education and Counseling and is a Certified Dementia Practitioner (CDP) from the National Council of Certified Dementia Practitioners. She is a trained facilitator for the Memories in the Making® Art Program through the Alzheimer's Association and the Caring for You,

"We are extremely excited about Neal and Kim joining the Greenfield Family. Their extensive experience and expertise in working with seniors is a tremendous asset for our Greenfield of Williamsburg community," said Kevin Bonello, Director of Communications for Greenfield. Mr. Bonello added, "Both Neal and Kim have extensive roots in the area. Their love of Williamsburg's rich history and sense of community was evident from the moment we met."

The new community, located at 251 Patriot Lane off Richmond Road, continues to undergo extensive renovations in advance of its October 2013 opening. It will feature an on-site medical wellness office, and will partner with experienced healthcare professionals to transform the assisted living experience. Model suites are now open and tours available.

About Greenfield Senior Living

The Greenfield Senior Living mission: By building bridges within communities, we transform the experiences of senior living and allow our residents to lead full and enriching lives. Through superior outcomes in resident care, an exceptional dining experience and unique social and recreational programs, Greenfield Senior Living of Falls Church, Virginia has transformed senior living in communities across Virginia, Tennessee and Pennsylvania. Offering assisted living, memory care and independent living programs, we are dedicated to "Caring for those who cared for us"™ and take privilege in the opportunity to make a difference in the lives of our extended family. Integrity is the heartbeat of our organization, ensuring our residents and care teams are always treated with respect and dignity. As of May 2013, Greenfield employs approximately 650 people and serves over 920 residents in twelve communities.

For further information, please contact:

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