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Press Release

Friday, March 14, 2014

Greenfield Senior Living, Inc. Celebrates Completed Community Renovations of Greenfield of Perkiomen Valley with Grand Re-opening Gala (Schwenksville, Pennsylvania).

(FALLS CHURCH, VA) – Friday, March 14, 2014 - Greenfield Senior Living, Inc., a Falls Church, Virginia-based senior living service provider, celebrated the completion of extensive renovations to their Schwenksville, Pennsylvania location with a Ribbon Cutting Ceremony on Thursday, March 13, 2014. The community is located at 300 Perkiomen Avenue in Schwenksville, Pennsylvania. Greenfield of Perkiomen Valley underwent an extensive year-long renovation of all public areas, including an on-site rehab center, a café bistro, a movie media room, a wellness center, and all resident activity areas. The community's personal care and memory care neighborhoods now offer aging-in-place environments, the highest possible quality care and superior amenities for the community's 110 seniors.

Over 200 people attended the Greenfield special event. Greenfield residents and staff, family members and area health care professionals joined state dignitaries and local representatives for tours of the building and conversation with food and beverage expertly provided by Greenfield Executive Chef Brian Clark and his staff. Attendance by Pennsylvania State Senator Bob Mensch and State Representative Marcy Toepel was a distinct honor, and Senator Mensch presented a Senate Certificate of Recognition to mark the event. Enjoying the event on behalf of Schwenksville Boro was Administrative Assistant and Treasurer Gail Phillips, while the Perkiomen Valley Chamber of Commerce voiced support through Chairman Patrick Kelly and past President Bruce Zanar. Mr. Richard Carfagno, retired mathematics teacher at the historic Schwenksville High School building, also attended and honored the building's educational heritage. All attendees, along with Greenfield Senior Living President and CEO Mathew Peponis and Chief of Operations David K. McHarg, marked the ceremonial highlight of the evening as the ribbon was cut, and a new era in personal and memory care began at Greenfield of Perkiomen Valley.

"Greenfield of Perkiomen has a rich history of service to the Schwenksville area community of seniors," stated Mathew Peponis. "Today's event may mark the completion of this important renovation effort, but our never-ending mission to transform the experience of senior care continues." Daniel C. Frost, Executive Director of Greenfield of Perkiomen Valley, added "We are very excited to be celebrating the re-opening of our newly renovated community in this historic landmark building, and encourage everyone to speak with our community relations team and come by for a tour."

"We are grateful for and honored by the special recognition presented by Senator Mensch to the Greenfield of Perkiomen Valley Team," stated Kevin Bonello, Greenfield's Communications Director. "The Certificate of Recognition commemorates today's ribbon cutting event," Bonello continued, "and acknowledges the team for their dedication to the community's seniors and to the highest levels of quality care."

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. Greenfield offers assisted living, personal care, memory care and independent living programs, and is dedicated to “Caring for those who cared for us.”™ We 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 March 2014, Greenfield employs approximately 700 people and serves over 920 residents in twelve communities.

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