

Contact: Kevin J. Bonello  
Director of Communications  
Direct Phone: (703) 962-9125  
Mobile Phone: (703) 638-0591  
Fax: (480) 287-8771

6312 Seven Corners Center  
Suite 161  
Falls Church, VA 22044  
Phone 703/237-5606  
Fax 703/ 237-5609



# News Release

Monday, September 9, 2013

## Greenfield Senior Living celebrates National Assisted Living Week: "Homemade Happiness"

**(Falls Church, VA) – Monday, September 9, 2013** - Greenfield Senior Living is passionately dedicated to our mission of service and to the senior population we serve. In observance of National Assisted Living Week®, September 8 to 14, all Greenfield Communities will host and sponsor a series of events developed as a special opportunity to bring together residents, families, employees, volunteers and the surrounding community to celebrate "Homemade Happiness," this year's theme.

The "Homemade Happiness" theme acknowledges the contributions of staff, residents, and families' in making the assisted living community a home for residents. "The entire Greenfield Family will celebrate this year's theme, Homemade Happiness, the bond created by staff, residents, and families as they build warm, welcoming, and vibrant homes for residents," said Kevin Bonello, Greenfield's Director of Communications. "This weeklong celebration demonstrates the commitment assisted living professionals feel when providing care and services to residents in their communities."

### 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 May 2013, Greenfield employs approximately 650 people and serves over 920 residents in twelve communities.

**For further information, please contact:**

**Kevin Bonello**

Dir. Communications & Brand Management

Direct Phone: #703/962-9125

Mobile Phone #703/638-0591

Fax #480/247-5327

[kbonello@greenfieldseniorliving.com](mailto:kbonello@greenfieldseniorliving.com)

**Dave McHarg**

Chief Operations Officer

Phone #703/237-5606

Fax #480/247-5327

[dmcharg@greenfieldseniorliving.com](mailto:dmcharg@greenfieldseniorliving.com)

National Assisted Living Week® is an annual celebration sponsored by the National Center for Assisted Living, Washington, D.C. and Greenfield Senior Living Inc. For more information on National Assisted Living Week®, visit [www.nalw.org](http://www.nalw.org)

**Or visit our website at:** [www.greenfieldseniorliving.com](http://www.greenfieldseniorliving.com)

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