

FOR IMMEDIATE RELEASE

Contact: Janet Davis
National Director of Marketing
Meridian Senior Living
703-674-8310
jdavis@meridiansenior.com

Brooklyn Pointe Assisted Living and Memory Care Hosted a Successful Grand Opening on October 18, 2018

BROOKLYN, OH – November 2, 2018 – Brooklyn Pointe Assisted Living and Memory Care, a newly constructed Meridian Senior Living community, has formally opened as marked by its grand opening on October 18, 2018. Located at 4800 Idlewood Drive, Brooklyn, Brooklyn Pointe is owned by Steve Nicholas of Rochester, NY and managed by Meridian Senior Living. The community offers a total of 80 apartments including a variety of studio, one-bedroom and two-bedroom apartment styles.

The grand opening was heavily attended with over 300 visitors including prospective residents, family members, and city representatives including the Brooklyn City Mayor, Katie Gallagher. Guests enjoyed seeing the new community and meeting the team members amongst a backdrop of the Oktoberfest theming. Not only did the attendees gain pertinent information about the services and amenities offered at Brooklyn Pointe, they also enjoyed Oktoberfest food, décor and entertainment. Such theming included The Oktoberfest Fair provided by Hofbräuhaus Cleveland, pastries by Rudy's Strudel and Bakery in Parma, beautiful fall foliage décor by Jindra Floral Design, ice sculptures by Elegant Ice Creations, and Oktoberfest music being performed by dueling accordions provided by Eric Noltkamper.

"We are absolutely delighted with the turnout and community support for our Grand Opening event," commented Steve Nicholas, the owners' representative.

“We look forward to welcoming our first residents. This new option for area seniors will provide a positive community for residents, their family members and the entire community,” Nicholas said, noting that the project is expected to create approximately 35 jobs, including both professional and management positions. Brooklyn Pointe is designed for seniors who can benefit from the many services and amenities offered, such as dining, housekeeping, medication management and other personal assistance. “We offer all the comforts of home without the worries associated with home ownership,” Nicholas added, “which gives our residents a new freedom to enjoy life and socialize more.”

Brooklyn Pointe is the city of Brooklyn’s first assisted living residence and is conveniently located near the Ridge Park Square shopping district, medical offices, and major expressways. Brooklyn Pointe is a new state-of-the-art Senior Living Community facility designed to provide a home-like environment rather than an institutional one with a hospitable residential atmosphere using natural sunlight in all areas. In addition to comfortable, affordable apartment homes, residents will enjoy socializing in a Grand Dining Room, a Fireplace Lounge, activity center, library, chapel, and theatre room and even a hair salon. The attractive, two-story community features stone and siding, with architectural elements like light wells and decorative windows and sunrooms that provide an abundance of natural light. A two-story ledge-rock fireplace can be enjoyed in the lounge or the neighboring bistro.

A large dining room overlooks the courtyard, and the lounge features a new baby grand piano. A private dining room is designed for special family celebrations or dinner parties. The spacious activity center has a popcorn machine on wheels reminiscent of the street vendors of the past and can be wheeled into the theater room. Off the activity center is a greenhouse, so that residents can soak up some sun and nourish herbs for the chef’s use or grow their own plants.

A special, separate Memory Care neighborhood for those experiencing memory loss from Alzheimer’s is also an important part of the new Brooklyn Pointe community. Specially trained staff and an enhanced activity program carefully tailored to meet

residents' needs are an important part of the program, along with family style surroundings to mirror the residents' homes.

"The city of Brooklyn is happy to welcome the much anticipated Brooklyn Pointe Assisted Living Facility to our community," Mayor Gallagher exclaimed. "We have always wanted to give our seniors the option to stay here in Brooklyn when they reached the next stage of their lives and now we have that ability. It is a beautiful facility and we look forward to our continued partnership for years to come."

Karen Fratto, Senior Center Coordinator of the city of Brooklyn, commented, "Brooklyn Pointe is a very welcomed addition to our community. We have already began partnering with them and look forward to an ongoing relationship."

About Meridian Senior Living:

Meridian Senior Living, LLC, a privately held company, owns and operates senior housing communities across the United States. With more than 7,000 beds, Meridian is currently the fifth largest assisted living provider and the third largest memory care provider in the United States. Meridian prides itself on providing the highest quality care and affordable living options to residents in their own communities. Although large in scale, Meridian focuses its growth effort on building state-of-the-art properties in cities outside major markets. For more information on Meridian Senior Living's Brooklyn Pointe, visit us online at

<http://www.brooklyn-pointe.com>

#