

**Staycations Campaign
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1.0 Panel: Front Cover

Headline: Senior Living Staycations

Subhead: Could the answer be this simple? Yes!

Our short-stay options might be the ideal fit if you're asking these questions.

Copy: How can I know if senior living is right for me?

Where can I find excellent temporary care for my loved one?

Where can I rehabilitate if I'm not yet ready to go home from the hospital?

Where could I escape the winter's cold for a personalized resort-style vacation?

A Senior Living Staycation could be the perfect answer.

2.0 Panel

Headline: Senior Living Staycation

Subhead: Option #1 Try Us On For Size

Not quite sure if moving to independent or assisted living would be a good match?

We have a simple solution.

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Copy: Give us a try.

Experience one of our communities just like a resident.

- Opportunities to make new friends
- Engaging activities
- Entertaining social events
- Delicious and nutritious dining
- Fitness and wellness center
- Maintenance-free lifestyle

Capture life through a resident's eyes and discover with confidence if senior living could be the right answer for you.

3.0 Panel:

Headline: Senior Living Staycation

Subhead: Option #2 From Your Home to Ours

Copy: Providing daily care for a family member can be rewarding.

But caregivers also need a break for their own physical and emotional health.

If you need short-term care for your loved one so you can attend a family event, take a vacation or in the case of an emergency, you don't need to sacrifice quality of care.

Photo

Your family member will enjoy our amenities and activities, as well as the chance to socialize and create new friendships.

You'll have the chance to breathe, enjoy your time away or attend to other matters without worrying about your loved one's wellbeing.

With a Senior Living Staycation, you both can appreciate a well-deserved break.

4.0 Panel:

Headline: Senior Living Staycation

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Subhead: Option #3 A Stop Along the Way From the Hospital to Home

Copy: All set to leave the hospital but not yet ready to be back home?

If you need a little more time to rehabilitate, or you're not yet comfortable to return home alone, this Staycation option can absolutely fill the gap.

We offer nursing, physical therapy, medication management, wound care, meals, socializing opportunities and access to all our activities and amenities. Private and semi-private rooms are available.

Get well faster at your home-away-from-home. We recognize the challenges of an extended recovery, but rest assured that our compassionate team and person-centered care will make you feel right at home until you get back to yours.

5.0 Panel:

Headline: Senior Living Staycation

Subhead: Option #4 Warm Up with Our Resort-Style Stay

Copy: If the winters seem longer, a Staycation
offers an ideal escape without
traveling far from home or family.

Imagine retreating from the snow and cold for a warm and inviting spa experience tailored to your lifestyle.

- Private rooms
- Housekeeping services
- Delicious menu choices
- Wellness and fitness centers
- Activities and social events
- Access to all amenities

Relax with a good book, take a yoga class or enjoy a delectable lunch and laughter with the new friends you'll make. Unwind, let

others take care of you and return home revitalized and refreshed.

This is a great gift for parents. Well-deserved pampering while staying cozy and warm makes waiting for spring much more enjoyable.

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6.0 Panel: Back Cover

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Headline: Senior Living Staycation

Subhead: Discover the Staycation Difference

Copy: Our communities and services are designed for our residents, whether they live here full time or are joining us for a warm and welcomed visit.

We invite you to take advantage of our short-term options and experience our amenities, caring team members and the camaraderie of new friendships – only a few of the advantages you’ll find if you take advantage of a Senior Living Staycation.