



PRESS RELEASE

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For Immediate Release

Jeffrey S. Kenderdine Named Executive Director of the Willow Valley Communities Charitable Foundation

Lancaster, PA – Jeffrey S. Kenderdine has been named Executive Director of the Willow Valley Communities Charitable Foundation, effective January 2, 2019. Kenderdine was most recently CEO at The Lancaster Family YMCA, a post he held since 2004. In his new role, he will be responsible for day-to-day management and leadership of the Foundation. His extensive knowledge of the broader community and an accomplished background in fund development, capital campaigns, major gifts, and grassroots fundraising will help lead the Willow Valley Communities Charitable Foundation.

On the appointment of Jeffrey Kenderdine as Executive Director, John G. Swanson, CEO of Willow Valley Living, the management and development company for Willow Valley Communities, said, "We are honored to have Jeff lead the Willow Valley Communities Charitable Foundation. Willow Valley Communities' residents have been active in many types of non-profit work and fundraising projects since our community's founding. Jeff's extensive experience in philanthropy leadership within the Lancaster community will allow us to pursue and achieve even more significant outcomes in the future."

"I am humbled and excited by this opportunity to serve as Executive Director of the Willow Valley Communities Charitable Foundation," said Kenderdine. "I'm delighted to lead philanthropic pursuits that are guided by a vision that places opportunities for enhanced resident services at the core of its initiatives."

The Willow Valley Communities Charitable Foundation was established in 2018 as a 501(c)(3) charitable organization to serve as a coordinating body of staff members, board members, and volunteers from across Willow Valley Communities and Lancaster County to raise capital and provide ongoing financial streams to fund new resident-serving advancements that allow Willow Valley Communities' residents to experience the most successful aging possible.

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Interview opportunities and professional photographs are available.

To schedule an interview or for more information, contact:

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Willow Valley Communities, Lancaster, PA was founded in 1984. An award winning, not-for-profit, independently operated continuing care retirement community (CCRC,) it is nationally recognized as a senior living destination for residents from 37 states. Residences at Willow Valley Communities range from 800 to 3,200 square feet with more than 80 floor plans for apartments, townhomes and villas. Amenities include a 500 seat performing arts theatre, aquatic and fitness centers, a day spa, tennis and pickle ball courts and a bowling alley. Willow Valley's comprehensive Lifecare Agreement provides long-term care, as needed, at no additional cost. For more information, call 800.770.5445 or visit <http://www.WillowValleyCommunities.org>.