



## *FOR IMMEDIATE RELEASE*

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[WillowValleyCommunities.org](http://WillowValleyCommunities.org) | [LifeLivedForward.org](http://LifeLivedForward.org)

### **Willow Valley Communities Recognizes *Unsung Heroes of Lancaster City* at Carter and Macrae Elementary School Presentation** *Three Heroes Featured in FiG Magazine*

**Lancaster, PA** – Willow Valley Communities recognized several individuals they named among “The Unsung Heroes of Lancaster City” at a special presentation that took place at Carter and Macrae Elementary School on Wednesday. The three heroes, Matt and Jessica Pavelko, Dr. Clark McSparren, and Tammy Shertzer, were previously featured in ads placed in FiG Magazine. All three heroes have a coincidental connection to Carter and Macrae Elementary School in Lancaster.

In its year-long 2018 ad campaign in FiG Magazine, Willow Valley Communities, a premier 55 plus senior living community located three miles outside of Lancaster City, sought to acknowledge those who help make Lancaster a better place with little desire for recognition. The heroes have all been involved with Carter and Macrae Elementary in various capacities. Matt Pavelko is a music teacher at the school; he and his wife, Jessica, offer tremendous support to his students outside of the classroom. Dr. Clark McSparren volunteers his time as the school’s medical officer. Tammy Shertzer volunteers in a special needs student classroom along with teacher, Deb Glenn.

The three ads were reproduced on a display and presented to Dr. Damaris Rau, superintendent of the School District of Lancaster, and Rachel Esh, principal of Carter and MacRae, by Willow Valley Communities’ chief marketing officer, Brian T. Rutter. The heroes of the ads, Matt and Jessica Pavelko, Dr. Clark McSparren, and Tammy Shertzer, were also present and received their individual ads on displays.

At the presentation, Rutter described the importance of the connection between Willow Valley Communities and Lancaster City. “Because we recognize the richness of Lancaster, we must also recognize those who give of themselves—often without any desire for accolades—through their time and talents.”

Willow Valley Communities’ CEO, John G. Swanson said he was delighted that Willow Valley Communities was able to honor some of those who make Lancaster City a better place. He also remarked on the ongoing relationship between Willow Valley Communities and the children of Carter and MacRae. “Willow Valley

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Communities' residents thoroughly enjoy all that downtown Lancaster has to offer. They also look for opportunities to get involved. Programs at Carter and Macrae such as Sneakers for School, Cornhole for a Cause, and our resident academic and music tutoring program allow them to do this. It's a meaningful partnership for everyone involved."

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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 750 to 3,200 square feet with more than 90 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 Communities' comprehensive Lifecare Agreement provides long-term care, without increasing monthly fees because of the need for enhanced care. For more information, call 800.770.5445 or visit <http://www.WillowValleyCommunities.org>.