



PRESS RELEASE

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For Immediate Release:

Willow Valley Communities Wins ICAA NuStep Beacon Award *Recognized As Top 25 "Best in Wellness" Senior Living Communities*

November 22, 2019, Lancaster, PA – Willow ValleyCommunities, a premier 55 plus senior living community in Lancaster, PA has won the 2019 ICAA NuStep Beacon Award, honoring the Top 25 "Best in Wellness" senior living communities in North America. Willow Valley Communities is among those recognized as best-in-class for successfully fostering a wellness-centered environment to benefit all who live and work in their community. The award was created as a joint effort between International Council on Active Aging (ICAA) and NuStep, LLC, a major manufacturer of recumbent cross-trainers used in healthcare, senior living, and fitness.

Wellness is typically defined by seven key dimensions: emotional, physical, intellectual, social, spiritual, vocational, and environmental. Pam Schorr, Willow Valley Communities' Wellness Manager said that wellness has always been a keen focus at Willow Valley Communities. "We are passionate about providing an environment conducive to wellness for all of our residents—no matter what their level of activity or interest is." Schorr further remarked that Willow Valley Communities' 80,000 square foot Cultural Center and the 30,000 square foot Clubhouse are hubs of residential wellness engagement. "Our state of the art Fitness and Aquatics Centers, fitness classes, and wellness education classes, along with our dedicated team of fitness trainers work together to enhance a lifestyle based on all aspects of wellness for Willow Valley Communities' residents."

The ICAA is responsible for leading, connecting, and defining the active-aging industry. CEO and founder Colin Milner says, "Senior living communities have long been aware of how important wellness is for the health and well-being of their residents, but in recent years, wellness has evolved from being a programming option to becoming a way of life" This evolution, says Milner, is also reflected in a survey recently conducted by the ICAA. The survey found that 59% of senior living communities state their business model will be wellness-centered with care services by 2023. Willow Valley Communities has successively partnered with its residents and staff to create relevant, meaningful opportunities and inspire participants to improve their quality of life.

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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 500 to 3,200 square feet with more than 90 floor plans for apartments, townhomes, and villas. Amenities include a 500 seat performing arts theater, aquatic and fitness centers, a day spa, outdoor pool and tennis courts, and bowling alleys. Willow Valley Communities' comprehensive Lifecare Agreement provides long-term care, as needed, without an increase to the resident's monthly service fee.

For more information, call 800.770.5445 or visit <http://www.WillowValleyCommunities.org>.

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