



PRESS RELEASE

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For Immediate Release:

Willow Valley Communities Robust on Future of Senior Living ***New Construction Project, SouthPointe at Lakes, Continues*** ***Deluxe Apartments Next for Construction***

Lancaster, PA — Willow Valley Communities, a premier 55-plus senior living community in Lancaster, reports an atmosphere of optimism among residents and prospective residents for the future of senior living communities. Construction on its newest project, SouthPointe at Lakes, is well underway and continues. “Willow Valley Communities is steadfast in our commitment to current and future residents,” stated John G. Swanson, Chief Executive Officer of Willow Valley Living, the management company for Willow Valley Communities. “Construction is going strong at SouthPointe at Lakes.” Willow Valley Communities is home to 2,400 residents from 37 states and has continued to experience strong interest from seniors across the country throughout 2020.

SouthPointe at Lakes, located at the southernmost end of Willow Valley Communities’ Lakes Campus, consists of SouthPointe Park, 88 classic villas—already under construction, and SouthPointe Village, 120 deluxe apartment homes—coming soon. SouthPointe at Lakes is Willow Valley Communities’ last new residential construction project on its existing 210 acre campus.

Sales of the 88 villas began in April of 2019 and sold out within 6 months. Soon after the first phase of villa construction was completed this past July, the community’s first new residents arrived in early August. These new residents from across the country have met and are forming a new neighborhood community—all while following safety protocols including remaining socially distant and wearing masks while in close proximity to others.

The new SouthPointe Village deluxe apartments will consist of five, three-story buildings with eight apartments per floor. The 120 luxury residences are specially designed and appointed with a variety of distinctive high-end finishes and smart floorplan designs. Residents will be able to choose either a 2 bedroom, 2-1/2 bath floor plan or a 2 bedroom, 2-1/2 bath with study floor plan. The newly constructed apartment homes will also feature easily accessible underground parking, protected from the elements.

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Those interested in receiving information about the upcoming SouthPointe Village apartments are strongly encouraged to contact Willow Valley Communities now to add their names to the wait list, as those on the wait list will have the first opportunities to make their residence selection when the reservation process commences in early fall. Construction of the new apartments is expected to begin in early 2021.

Residents of the new SouthPointe at Lakes community will enjoy all the benefits of the maintenance-free, care-free luxury lifestyle that Willow Valley Communities is known for. Award-winning amenities across the campus include:

- An 80,000 square-foot Cultural Center with 500-seat Performing Arts Theater, Art Gallery, Fitness and Aquatic Centers, and Day Spa.
- A 30,000 sq. ft. Clubhouse, a hub of intergenerational engagement with its outdoor pool, Har-Tru tennis courts, vintage arcade, bowling alley, golf simulator, and gourmet restaurant.
- An exclusive Design Studio offering complimentary design services to customize any residence style.
- Twelve different culinary venues to satisfy every palate.

At Willow Valley Communities, residents also appreciate the financial predictability and security of its “Type A” Lifecare contract that promises long-term care, if needed in the future, without an increase to the monthly service fee. Willow Valley Communities is the only exclusively Lifecare community in Lancaster County.

With an eye to the future, Swanson reiterated his optimism about senior living communities and, in particular, Willow Valley Communities. “Over our more than 35-year history, Willow Valley Communities has earned a widely known reputation of trust and excellence within Lancaster County and across the nation. It has been recognized many times by organizations both within and outside of the senior living industry for its premier lifestyle and focus on the wellbeing of its Residents.”

On the future of the organization, Swanson is encouraged by its reaffirmed “A” rating with a Stable Rating Outlook from Fitch Ratings, a leading provider of credit ratings, commentary, and research . Fitch Ratings, based in New York City and London, is the predominant debt rating agency in the senior living sector. The “A” rating communicates overall financial health to the residents who live at Willow Valley Communities, as well as to prospective residents, as they assess the organization’s strength. “We are again honored by this affirmation by Fitch, which attests to the strong operational performance and commitment to financial stewardship exhibited by our Leadership Team and Team Members, and to the astuteness of our Board of Directors, whose support and guidance inspire our achievements,” said Swanson. “We look forward to the completion of our newest community, SouthPointe at Lakes, and to welcoming new residents to Willow Valley Communities for many years to come.”

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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 600 to 3,200 square feet with more than 90 floor plans for apartments, townhomes, and villas. Amenities include an 80,000 square foot Cultural Center with 500 seat performing arts theatre, aquatic and fitness centers, day spa, and a 30,000 square foot Clubhouse with tennis and pickle ball courts, bowling alleys, golf simulator, and vintage arcade. Willow Valley Communities' comprehensive Lifecare Agreement provides supportive care, if needed, without an increase to the resident's monthly service fee.

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