



PRESS RELEASE

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WillowValleyCommunities.org | mosaiclancaster.com | LifeLivedForward.org

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For Immediate Release:

Willow Valley Communities Announces New Mosaic Residence Advisor

Barbara Bidding Joins Willow Valley Communities to represent next generation of 55-plus residences coming to Lancaster City

Lancaster, PA — Willow Valley Communities announces the appointment of Barbara Bidding to the newly created role of Mosaic Residence Advisor. In this capacity, she will engage with prospective residents who want to explore future residency at Mosaic by Willow Valley Communities, a 20-story 55-plus high-rise coming to Lancaster City in 2027.

Ms. Bidding is an accomplished marketing and sales entrepreneur with over 20 years of experience in relationship sales, management, and exceeding client expectations. Most recently, Ms. Bidding was the owner of TAUPE Clothing, a specialty women's clothing boutique in Lancaster. Previously, she was General Manager of Mercedes Benz of Lancaster where she led a team at the multi-million-dollar car dealership to win the Mercedes Benz "Best of the Best" award. Ms. Bidding was also previously owner of The Clothes Tree, a women's boutique in Millersville, and was a one-on-one wardrobe consultant.

Mosaic is Willow Valley Communities' next generation of extraordinary residences consisting of 146 single-level, two and three-bedroom residences ranging from 1,592 to 3,338 sq. ft. As Mosaic Residence Advisor, Ms. Bidding will work with clients 55 and over who desire unique urban lifestyle experiences with unmatched accessibility to Lancaster's vibrant city life right outside their front door. Construction of Mosaic by Willow Valley Communities is expected to commence in 2024.

Ms. Bidding, originally from Lancaster, is a graduate of Hempfield High School and attended Susquehanna University. She also completed The Ritz Carlton Leadership and Hospitality training and is an expert in implementing the professional Ritz Carlton Gold Standards in her selling relationships. She lives in Lancaster with her husband of 35 years.

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Interview opportunities and professional photographs are available.

To schedule an interview or for more information, contact:

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About Willow Valley Communities

Willow Valley Communities is one of the nation’s leading senior living developers and operators with campuses that are home to 2,600 residents from 40 states. Located in Lancaster, PA – ranked by U.S. News & World Report as the Best Place to Retire in the U.S. in 2022-2023 – Willow Valley Communities offers unparalleled 55+ residential experiences with beautifully designed homes, resort-quality amenities and services, and the assurance of Lifecare. Now in its 40th year of operation, Willow Valley Communities is one of only nine communities of its type in the U.S. to score an “A” or better from Fitch Ratings. Visit: <https://www.willowvalleycommunities.org/>

Willow Valley Communities’ next generation of extraordinary 55-plus lifestyle residences, Mosaic by Willow Valley Communities, is coming to the heart of downtown Lancaster City. For more information, Visit <https://mosaiclancaster.com/>