



PRESS RELEASE FOR IMMEDIATE RELEASE

***Bloom at Belfair Implements Community Live-In Manager Program***

**Bluffton, SC** (August 2, 2016) - **Bloom at Belfair**, a family-owned and operated Independent Living and Memory Care community, announces that its senior residents now have access to top managers day and night as part of **Bloom Senior Living's** Community Live-In Manager Program.

Bradley Dubin, a Bloom owner, states "we are thrilled to announce the implementation of our Community Live-In Manager Program at our Belfair community." Our Executive and Community Relations Directors are residents, living in the community and sharing their lives with the seniors they are dedicated to serving. Their door is always open to assist residents. They are friendly neighbors who share meals with residents, participate in activities, and exchange stories, laughter and hugs."

Gary Potts, Bloom at Belfair's Executive Director, states, "my team is thrilled to be part of a company that emphasizes family and has provided care in home-like settings for nearly five decades. The feeling of family and security you experience at Bloom at Belfair is due, in large part, to the presence of our Live-In Managers." Mr. Potts added, "Belfair residents are my extended family. Living with them has changed my life. They can always count on me and their families take great comfort knowing I am a caregiver, neighbor and friend. Their home is my home. I live here, because they live here."

Susan Roberts, Bloom at Belfair's Community Relations Director, says "when I inform families that they can have peace of mind knowing that a manger is here 24/7, everyone always says that it's such a bonus and you can almost see them take a sigh of relief. Our mission at Bloom is to enable residents to continue living full lives, by enjoying their favorite activities while discovering new ones, and blooming into their best selves through growth and discovery. But this has not just been limited to our residents. By living with our residents, Mr. Potts and I reap those same benefits every day - ten-fold.

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