



Bluffton, South Carolina Memory Care Community Receives Distinguished Award From Assisted Living Federation of America In “2013 Senior Living By Design” Competition

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Bluffton, SC (November 22, 2013) - Bloom at Belfair, Bluffton South Carolina’s premier Memory Care community (formerly called Belfair Gardens), received a distinguished award in the “2013 Senior Living By Design” competition from the Assisted Living Federation of America (“ALFA”).

Given the increasing demand for high quality Alzheimer’s and dementia care services, Bloom Senior Living, a family company with 50 years of experience in senior care, recently completed a new, state-of-the-art, Memory Care community. It is the largest and most innovative program in South Carolina. The project’s design was inspired by grandchildren after their grandmother died from Alzheimer’s. They saw what was out there and wanted to do things differently. Their grandmother helped them create a program that could help a lot of people by taking them back to the “good ol’ days.” Open to residents 24-hours a day, “Town Square,” with working “Life Skills Stores,” represents Main Street America reminiscent of the 1940s developed to bring back long-term memories and ensure residents relate to familiar settings from their yesteryear.

“We are thrilled that ALFA, the largest national association and voice of our industry exclusively dedicated to professionally managed resident-centered senior living communities and the seniors and families they serve, recognized our community’s unique, cutting-edge and creative, care by design and presented us with this outstanding achievement,” reported Bloom Senior Living.

The second-annual ALFA Senior Living By Design Award program honors architects, design firms, and senior living providers that achieve innovative architecture in senior living communities. The Senior Living by Design Award winners, published in the November / December 2013 issue of *Senior Living Executive* magazine and publicized to national media, showcase diverse projects that marry innovative design with functionality and beauty, support aging in place, represent “home” and present new ideas for senior living. Many companies, including Bloom, were asked to describe how their project advances excellence in senior living design and support resident choice, independence, and dignity. Specifically, the companies were asked to submit a narrative describing the project including how the project meets its goals and supports quality care; innovative features and how residents use such features; how the project differs from and improves upon designs for senior living; site plans; photographs; and renderings of the project. A select panel of judges then chose the most noteworthy design concepts in senior living.

About Bloom at Belfair

Bloom at Belfair is a family-owned and operated independent living and memory care establishment. Since 1965, our goal has been simple yet aspirational: to help our residents flourish. Entering a Bloom community does not mean checking your lifestyle or personality at the door. Residents continue to live life to its fullest potential, enjoying their favorite activities while discovering new ones, and blooming into their best selves through growth and discovery. Bloom’s personalized service and superior care enable residents to enjoy the privacy of home, combined with the security and convenience of assistance and a maintenance-free environment. This is provided in a vibrant and intimate setting, located on a private, 6-acre plot in the heart of Bluffton, South Carolina.