



***Premier Bluffton, South Carolina Independent Living And Memory Care Community Joins  
The Bloom Senior Living Family And Recruits Nationally Recognized Executive Director***

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**Bluffton, SC (November 22, 2013)** - Bloom at Belfair, formerly Riverside at Belfair and Belfair Gardens, completed a name change and is now part of the Bloom Senior Living community, as well as, recruited nationally recognized industry veteran Jeffrey Eads as the new Executive Director. Bloom Senior Living has nearly 50 years of experience as a family company, owning and operating senior living communities. Inspired after the principals of Bloom experienced the challenges of finding the right home for their grandmother when she began suffering from Alzheimer's, Bloom offers a modern, lifestyle approach to healthcare that caters to the needs of each individual.

Over the past year, Bloom began an exercise that took a 360-degree view of the company and its residents, synthesizing key insights -- from its decades of experience -- to help establish what makes its approach unlike other senior living providers. From a company standpoint, Bloom is proud that its communities are family-owned and operated – and they feel like it. At the heart of Bloom's mission, values and culture is the principal's grandmother, who inspires Bloom to serve others and improve lives by caring for residents like they are family. Bloom feels its commitment to this shines through in all that they do. From the resident's (and their family's) standpoint, Bloom believes they are longing for more than the promises of safety, comfort, convenience and quality of life. With that in mind, Bloom approached the name change with the belief that those basic needs are expected and not enough. At this stage, life is about more: self-actualization by continual learning, growing and changing.

Accordingly, Bloom decided to rename the communities "Bloom" to reflect its operating philosophy. For nearly fifty years, Bloom's goal has been simple yet aspirational: to help its 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 Senior Living is about creating a living environment where residents are given the tools, resources and encouragement to bloom. To bloom is to become your best self, achieving your full potential for happiness, peace. To do the things you have always wanted to do and feel the way you have always wanted to feel. **Bloom: Discover your best self.**

As part of this process and consistent with Bloom's vision, Bloom recruited nationally recognized industry veteran Jeffrey Eads as the new Executive Director to enhance the lives of residents and make Bloom at Belfair an even better home. With nearly two decades of leadership experience in healthcare administration, Jeff shares Bloom's high standards, passion and vision. Bloom has also, to better meet our residents' needs, integrated the former communities into one campus offering a continuum of care including Independent Living, Independent Living Plus and Memory Care.

In April 2013, Bloom acquired two new Assisted Living communities in Bluffton and Hilton Head, Bloom at Bluffton and Bloom at Hilton Head, respectively. With 246 units in the Bluffton and Hilton Head market, Bloom offers families a wide range of services and choices to meet residents' needs throughout the region, including Independent Living, Independent Living Plus, Assisted Living and Memory Care.

**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.