



Preview life at Bloom Senior Living as residents open their homes for guests at this special *Tour of Homes* event

PRESS RELEASE FOR IMMEDIATE RELEASE

Bluffton and Hilton Head, SC (May 4, 2016) - **Bloom Senior Living**, a family-owned and operated company with nearly 50 years of senior care experience, announced today that it will host its first annual South Carolina *Tour of Homes* to the public on June 4, 2016 from 1:00pm - 4:00pm at its three Bluffton and Hilton Head Independent Living, Assisted Living and Memory Care communities, **Bloom at Belfair**, **Bloom at Bluffton** and **Bloom at Hilton Head**, showcasing the communities and its residents' suites. Interested seniors - and their families - can learn, from an unbiased insider's perspective, what makes living at Bloom special.

Bloom has been family-owned since 1965 and was inspired after the principals experienced the challenge of finding the right home for their grandmother when she required care. Its committed to offering a modern, lifestyle approach to healthcare that caters to the needs of each individual. Entering a Bloom community does not mean checking your lifestyle or personality at the door. For nearly 50 years, Bloom's mission has been simple yet aspirational: to help its residents flourish. Residents continue living full lives, by enjoying their favorite activities while discovering new ones, and blooming into their best selves through learning, growth and discovery. Bloom is committed to creating a homelike living environment that fosters self-growth and self-actualization for its residents by providing them with the tools, resources and encouragement to bloom.

"Consistent with this mission, we want our residents to feel at home and the residents' suites are their homes," said Bloom owner Scott Kantor. "We encourage residents to personalize their suites in order to reflect their own preferences, tastes and needs. Whether its bringing in their favorite chair or helping them display precious belongings that hold life-long memories, we support our residents in making the new space their own and that's what makes each suite special," adds Mr. Kantor. One of the core components of the Bloom experience is ensuring residents have all the services and care they need to make their lives easier, but it's delivered within the comforts of home. During the *Tour of Homes*, Bloom invites guests to visit the communities and take a tour of the residents' suites in order to hear directly from the residents about their life at Bloom and learn more about the Bloom experience. Each community has selected multiple unique suites with resident hosts ranging from veterans, whose suites are filled with honorable medals and history; to a seamstress who still practices her craft in the extra bedroom.

Tour guests will witness firsthand the special personal touches residents enjoy each day at Bloom, get a "taste" of Bloom by receiving delicious sample treats from Bloom's culinary professionals, explore the busy Life Enrichment Program offered, meet the Bloom team (including the Bloom owners) and learn about Bloom's different care options from Independent Living to Assisted Living to Memory Care (for those with early, middle and late-stages of Alzheimer's and dementia). You'll quickly see why residents not only call Bloom home, but refer to it as a special place, with special people, where people live and work as a giant happy family.

But that's not all - Bloom will be raffling off an Apple iPad just for the fun of it. Please stop by each location and *triple* your chances of winning!

Press Inquiries

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