



*Family Owned & Operated Senior Living Company Continues  
Mission By Engaging Local Design And Contracting Firms  
To Improve Resident Lives Throughout Bluffton and Hilton Head, South Carolina*

PRESS RELEASE FOR IMMEDIATE RELEASE

**Bluffton, SC (June 4, 2014) - Bloom Senior Living**, a family-owned and operated company with nearly 50-years of experience offering a full continuum of senior living solutions throughout Bluffton and Hilton Head, South Carolina, including Independent Living, Independent Living Plus, Assisted Living and Memory Care, announced today that it engaged internationally award winning design firm, **J. Banks Design Group**, and nationally award winning general contractor firm, **Fraser Construction**, to continue improving its communities, **Bloom at Belfair**, **Bloom at Bluffton** and **Bloom at Hilton Head**, with extensive renovations.

Inspired after experiencing the challenge 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. Entering a Bloom community does not mean checking your lifestyle or personality at the door. Since 1965, Bloom's mission has been simple yet aspirational: 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. Bloom is committed to creating a living environment that fosters self-growth and self-actualization for its residents by providing them with the tools, resources and encouragement to flourish.

As part of this process and consistent with Bloom's vision, Bloom has committed well over \$1 million dollars to renovate its three Lowcountry communities. Bloom selected J. Banks Design and Fraser not only because of their commitment to excellence, but because they understand both residential and commercial design. The outcome will be an environment that delivers aesthetics, comfort and a higher level of detail while maintaining the functionality required for commercial use. These elements will ensure that residents feel at "home" as opposed to in a sterile environment.

This is just another step in furtherance of Bloom's mission to become the provider of the choice in the Lowcountry, which began 4 years ago when it first acquired Bloom at Belfair (f/k/a Riverside at Belfair). Since that time, (1) Bloom turned Bloom at Belfair into a full continuum of care campus adding Independent Living Plus to compliment the Independent Living Program, and a two phase, state-of-the art Memory Care program (making it the most innovative and largest Alzheimer's and dementia program in South Carolina); (2) acquired Bloom at Bluffton and Bloom at Hilton Head (f/k/a Carolina House of Bluffton and Carolina House of Hilton Head, respectively) in order to provide families additional Assisted Living and Memory Care options; (3) recruited a nationally recognized management team sharing Bloom's high standards, core values and passion; (4) rebranded and re-programmed operations to be consistent with Bloom's brand and operating style; and (5) now commits additional significant resources designed to enhance the residents' lives and make Bloom communities an even better home.

With 246 units in the Bluffton and Hilton Head market, Bloom is committed to offering families a wide range of services and choices to meet their needs throughout the region.

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