



Family Owned & Operated Senior Living Company Continues Mission By Adding Assisted Living To Its Bossier City, Louisiana Retirement Community

PRESS RELEASE FOR IMMEDIATE RELEASE

Bossier City, LA (October 7, 2015) - Bloom Senior Living, a family-owned and operated company with nearly 50 years of senior care experience, announced today that its Bossier City, Louisiana community, **Bloom at Bossier** (formerly Glenview Gardens), has received its Assisted Living license from the State of Louisiana Department of Health and Hospitals and the community will now be a continuum of care campus offering its residents Assisted Living, in addition to Independent Living and Independent Living Plus, services.

Inspired after the Bloom principals experienced 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. 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 living environment that fosters self-growth and self-actualization for its residents by providing them with the tools, resources and encouragement to bloom.

As part of this process and consistent with Bloom's vision, Bloom committed extensive resources towards converting a portion of the Independent Living building to Assisted Living. Bloom worked with local and national contractors and architects not only because of their commitment to excellence, but because they understood both residential and commercial design. The outcome is 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.

Bloom at Bossier's Executive Director, Laurie Manno, reports "while Bloom at Bossier has had a long history of being a premier Independent Living provider in the area, these upgrades will enhance the lives of our residents by making the community an even better home. By offering residents a continuum of senior living solutions, including Independent Living, Independent Living Plus and Assisted Living, current residents will be able to 'age in place' ensuring they can stay close to their spouses, friends and the Bloom family and we will be better able to serve the local Bossier City / Shreveport population requiring such care." Bloom's Chief Operating Officer, Benjamin Pearce, adds "the Bloom owners' experience with their grandmother's illness is why our company focuses upon Independent Living and Assisted Living; the same Lifestyle Options she required. She showed us the importance of having various levels of care, in order to meet the changing needs of our residents. It's a professional mission with personal undertones."

This is just another step in furtherance of Bloom's mission to become the provider of the choice in Bossier City / Shreveport, which began when it acquired the former Glenview Gardens property in August, 2014. Since that time, Bloom has (1) recruited a nationally recognized management team, led by Laurie Manno (with decades of leadership healthcare experience), sharing Bloom's high standards, core values and passion; (2) rebranded and re-programmed operations to be consistent with Bloom's brand and operating style; (3) Incorporated Bloom's Five Star Customer Service Experience, Five Star Dining Program and signature Life Enrichment Program, along with hundreds of personal touches that makes Bloom family owned and operated communities feel so special; (4) added Independent Living Plus to complement the Independent Living program; and (5) committed extensive resources designed to enhance the residents' lives by turning Bloom at Bossier into a continuum of care campus with Assisted Living and Independent Living.

About Bloom at Bossier

Bloom at Bossier is a family-owned and operated Independent Living, Independent Living Plus and Assisted Living establishment. Since 1965, our goal has been simple yet aspirational: to help our residents flourish. This is provided in a vibrant and intimate setting, located on a private, 5-acre plot in the heart of Bossier City, Louisiana. For more information, please contact Amanda Pitts at 318.746.0470 or Sales@bloomatbossier.com.