



**Family Owned & Operated Senior Living Company
Continues Mission By Completing Improvements Designed
To Improve Resident Lives Throughout Indianapolis**

FOR IMMEDIATE RELEASE

Indianapolis, IN (January 25, 2016) - **Bloom Senior Living**, a family-owned and operated company with nearly 50 years of senior care experience, has completed an exciting renovation project at its Indianapolis communities, **Bloom at German Church** and **Bloom at Eagle Creek**, which commenced in the Fall 2015.

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. 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.

Consistent with Bloom's mission, Bloom committed extensive resources to renovate its Indianapolis communities with a state-of-the-art design reflecting the most advanced specific environment for senior living available anywhere. James Kesler, Bloom's Indianapolis Area Director, states "when you're at Bloom, you're at home. In the spirit of home improvement, we partnered with best in class interior designers and construction companies to make our communities even more welcoming than before. 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."

This is just another step in furtherance of Bloom's mission to become the provider of the choice in Indianapolis, which began 5 years ago when it first acquired Bloom at German Church (f/k/a Autumn Glen) and Bloom at Eagle Creek (f/k/a Autumn Park). Since that time, (1) Bloom recruited a nationally recognized management team sharing Bloom's high standards, core values and passion lead by industry leaders James Kesler and Gabe Thayer; (2) rebranded and re-programmed operations to be consistent with Bloom's brand and operating style; and (3) has completed an extensive and significant improvement project designed to enhance the residents' lives and make Bloom's Indianapolis communities an even better home.

With communities on both the East and West side of Indianapolis, Bloom is committed to offering families a wide range of services and choices to meet their needs throughout the region.

For additional information, please contact James Kesler: admin@bloomatgermanchurch.com or 317.891.1508.

About Bloom Senior Living:

Bloom is a family-owned and operated company providing a continuum of services including Independent Living, Assisted Living, Memory Care and Respite Care. The Bloom family has been providing personalized service and superior care to seniors since 1965. Learn more by visiting BloomSeniorLiving.com.