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FOR IMMEDIATE RELEASE

MorningStar Senior Living of Pasadena
Announces Grand Opening of Memory Care Neighborhood

PASADENA, California (July 20, 2022) – MorningStar Senior Living announces the opening of luxury memory care as an expanded offering in its Pasadena community at 951 South Fair Oaks Avenue.

Soon after assuming management of the property in Denver 2020, MorningStar, a Denver-based senior living owner and operator, began a major renovation of the community, including the creation of a memory care neighborhood.

While the community has long offered independent and assisted living to area seniors, a complete redesign on the second floor now accommodates the needs of those with Alzheimer's or other forms of dementia. The secure neighborhood features 28 studio and one-bedroom apartments together with spacious common areas and a terrace garden.

"By this expansion in our services," says Ken Jaeger, Founder/CEO of MorningStar Senior Living, "We recognize the pressing need for memory care and the desire for seniors to remain in the neighborhoods they love. The renovation reflects our substantial experience in taking senior living innovation to the next level."

MorningStar's philosophy and programming in dementia care is branded under the name, *Lavender Sky*. Through Lavender Sky, MorningStar memory care takes a holistic, personalized approach, rooted in the unique history of each resident. MorningStar is proud to offer It's Never 2 Late, engagement technology that combines touchscreen with picture-based software. From BrainWise menus to music and pet therapies, from cultural sensitivities to proprietary dementia training for every team member, MorningStar aspires to be a national leader in dementia care.

Adds Rebecca Martin, VP of Memory Care, "As dementia specialists, MorningStar extends education to the broader community through its *Unforgettable* series for families. Our aim is to

bring insight and understanding to all those who may interact with the memory-impaired, not only residents but any of the 50 million worldwide who are walking the journey of dementia.”

Other renovated spaces at MorningStar of Pasadena include an enlarged dining room, private dining room, bistro/bar with courtyard, art studio, club room, music room, theatre, salon, library, and fitness center. The community boasts Sky Terraces with views of South Pasadena and the San Gabriel Mountains. The project encompasses the refurbishing of 144 resident suites.

Says Kevin Taliaferro, Executive Director, “What dramatic proof of our passion to serve Pasadena’s seniors. We welcome you into these refreshed and modernized spaces as you experience the warmth of the MorningStar culture.”

To strengthen the independence of residents, MorningStar partners with ONR (Orthopedic and Neurological Rehabilitation) to provide expanded services in integrated wellness. MorningStar of Pasadena has a full-time Director of Rehab who oversees ONR Touch, a concierge-style program offering education; fitness and wellness classes; rehabilitation services inclusive of physical therapy, occupational therapy and speech/language therapy; and other therapeutic solutions (e.g., arthritic pain, cardiac/respiratory, osteoporosis).

MorningStar is planning a 2025 expansion building next door which will exclusively offer independent living.

While the Pasadena property was MorningStar’s entry into southern California, the company is opening a senior community in Mission Viejo in 2023 at 28570 Marguerite Pkwy.

About MorningStar Senior Living

An integrated developer, owner and operator of premier retirement communities, MorningStar’s portfolio encompasses over 40 properties under operation or development representing 5,000+ units under management or in development in twelve states in the Midwest and Western United States. Offering independent living, assisted living and memory care, MorningStar is privileged to elevate life for those who taught the rest of us how to live. For more information, visit MorningStarSeniorLiving.com.