Sunrise Senior Living Opens New Community in LA

Meets Growing Demand in South Bay for High-Quality Assisted Living & Memory Care Services

MCLEAN, Va.--(BUSINESS WIRE)--Beginning early March, Sunrise Senior Living will welcome residents to its newest community, Sunrise at Palos Verdes, joining 41 existing Sunrise communities throughout California. It will offer assisted living as well as evidence-based memory care programming and services for those with Alzheimer's and other types of dementia, including support for residents in the early stages of memory loss.

According to the California Department of Aging, by the year 2050, an estimated 2.49 million people in the state will be 85 years old and over – a 310 percent increase from today. In that same timeframe, the department also estimates that more than 25 percent of Californians will be 60 or older. The Alzheimer's Association projects dementia diagnoses in California will increase by more than 42 percent in the next 10 years.

"Increasingly, local seniors and their families are looking for high-quality care. We are excited about offering another option to Greater Los Angeles with the opening of Sunrise at Palos Verdes – helping to meet demand of today's and tomorrow's aging population," said Jeff Slichta, senior vice president of Operations for Sunrise. "Ask me about the biggest difference in Sunrise, and I'll tell you it's our team members, who are dedicated, compassionate and trained to provide the best personalized care."

Marguerite Crockem has been appointed executive director to help lead the community and its experienced team members. She has served as a Sunrise leader for more than 10 years and was previously executive director at Sunrise of Fullerton.

"This beautiful, convenient location for South Bay families, combined with our more than 30 years of knowing and serving seniors, makes Sunrise at Palos Verdes a premium choice to call home," said Chris Winkle, chief executive officer for Sunrise. "Our sights are set on continued growth in California, so we may bring our Sunrise Signature Experience to more families."

The new four-story, 67,000 square-foot community on Hawthorne Boulevard in Torrance will provide individualized care and services for up to 95 residents, with easy access to several nearby health care facilities. The approximately 80-unit building allows for flexible spaces to support Sunrise's range of meaningful programming and activities that enrich the lifestyles of each resident and foster new friendships. Specifically, there will be space for a Sunrise Terrace Club Neighborhood, with tailored programming to assist residents in the early stages of memory loss.

Sunrise at Palos Verdes is specially designed to complement the peninsula's visual style and regionally specific landscaping. Residents can take in scenic views and enjoy outdoor areas, such as circular walkways and patios. Inside the building are design elements to support seniors' mobility needs and promote continued independence. For example, "way finding" wallpaper on memory care floors helps residents better distinguish different corridors and find their suites. Colors were carefully selected based on what's known about the aging eye and low vision issues that often affect seniors.

Additional features include Wi-Fi throughout the community for residents and families to stay connected; an electronic health records system; dining program, with nutritious and tasty meals prepared by the Sunrise team of culinary professionals using fresh, seasonal ingredients; community pets and more.

Sunrise at Palos Verdes will host a public open house on Saturday, February 27, from 10 a.m. – 2 p.m. LA residents are invited to meet the team, take a tour of the community and learn more about life at Sunrise.

The company is expected to continue expanding its presence in California, with plans to open next year Sunrise of Pleasanton in San Francisco's Bay Area. For ongoing information about Sunrise communities and senior-related topics, read The Sunrise Blog and follow us on Facebook.

About Sunrise Senior Living

Sunrise Senior Living, a McLean, Va.-based company, employs approximately 30,500 people. As of February 1, 2016, Sunrise operated 307 communities in the United States, Canada and the United Kingdom, including 15 Gracewell Healthcare communities, with a total unit capacity of approximately 27,400. Sunrise offers a full range of personalized senior living services, including independent living, assisted living, care for individuals with Alzheimer's and other forms of memory loss, as well as nursing and rehabilitative services. Sunrise’s senior living services are delivered by team members who are trained to
encourage independence, preserve dignity, enable freedom of choice and protect the privacy of residents. To learn more about Sunrise, please visit SunriseSeniorLiving.com.

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English

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