

## StoryPoint Senior Living Makes \$25,000 Donation to the Alzheimer's Association

Brighton, MI – March 1, 2016 – StoryPoint Senior Living announced today that it will be making a \$25,000 donation to the Alzheimer's Association®.

“StoryPoint is proud to contribute to such a meaningful cause,” said John Fitzpatrick, the President of StoryPoint. “We support the Alzheimer's Association's efforts to eliminate Alzheimer's disease through the advancement of research and to provide enhanced care and support for those affected.”

The donation is in recognition of StoryPoint's longstanding partner, Welltower, and its Chief Executive Officer Thomas J. DeRosa who will be the National Honoree at the Brain Ball in Washington D.C. on May 6, 2016. “Our relationship with Welltower goes back to 2010. They have been an integral part of our growth and success and we greatly value their partnership. I highly commend Tom DeRosa and the entire Welltower team on the tremendous work they are doing for the Alzheimer's population,” said Fitzpatrick.

“Welltower is committed to advancing memory care and connectivity across the health care continuum to provide quality of life and dignity for people living with dementia,” added Fitzpatrick.

The Brain Ball is an annual event that elevates the profile of Alzheimer's disease and its toll on families, and raises funds for research and critical support services for individuals, families and caregivers facing the daily challenges of the devastating disease. Since its inception in 2014, the Brain Ball has raised more than \$2.6 million to benefit the care, support and research efforts of the Alzheimer's Association.

“More than 5 million Americans are living with Alzheimer's disease and that number is expected to triple by 2050. Our society and health care infrastructure need to be equipped to deal with the challenges of a growing number of people developing Alzheimer's,” said Donna McCullough, Chief Development Officer, Alzheimer's Association. “The Alzheimer's Association sincerely appreciates the dedication of partners like the Welltower Foundation, Welltower and Tom DeRosa, to both support people living with Alzheimer's disease and to change the future of this disease for millions.”

### **About StoryPoint**

StoryPoint is more than just an innovative senior living community—we're a pioneer in the field. For people considering Independent Living, Enhanced Living, Assisted Living, or Memory Care, we offer the very latest advances, not only in technology, but in our approach to your life experience. At StoryPoint, as well as at our sister company Independence Village, we believe in celebrating each resident as an individual and fostering the continuance of their emotional, spiritual, and intellectual growth. Our 35 years' experience working and living with seniors has resulted in a deep understanding of their unique needs and desires. Every staff member in our community is committed to providing our residents with the best experience in each interaction they share, no matter how small or significant. It's this combination of technology, understanding, appreciation, and commitment that sets us apart from other communities and makes our culture so special for both our staff and our residents.