



## NEWS RELEASE

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### **Watersong Retirement Community Announces Director of Sales and Marketing**

**Viera, Fla., Oct. 1, 2007** – Senior Living Communities, an owner and operator of premier retirement communities throughout the Southeast, is pleased to announce the hire of Susan Frederick as director of sales and marketing of its newest retirement community in Viera Fla., Watersong. (Editor Note: For a printable photo, go to [www.corderphilips.com/pr/susanfrederick.jpg](http://www.corderphilips.com/pr/susanfrederick.jpg).)

“We’re thrilled to have her on board,” said Stewart Wiley, vice president of sales and marketing at Senior Living Communities. “Susan’s wealth of knowledge of the area and extensive professional experience made her the perfect candidate to represent the Watersong community.”

For more than 23 years, Frederick has worked in the sales and healthcare fields, predominantly focusing on Continuing Care Retirement Communities (CCRC). In 2000, Frederick moved to Brevard County where she served as director of admissions for two assisted living communities, business development director for home health care, and most recently launched a Medicare pilot program in five Florida counties. During the launch program, she was able to educate patients, physicians, hospitals, skilled nursing facilities and ancillary vendors as it pertained to the project.

Prior to her move to Brevard County, Susan resided in Ohio where she worked 13 years as a hospital liaison, and promoted the resort Continuing Care Retirement Community (CCRC) The Vineyard on Catawba, in Catawba Island, Ohio.

Frederick is currently a board member for the local AARP chapter, and has been active in the Brevard Association of Human Services (BAHS). Additionally, she has served her community by volunteering to feed the homeless and participate with the local humane society.

Frederick will be a point of contact for information regarding the new community for future residents and resident families. Watersong recently opened its marketing offices in One Senior Place, located at 8085 Spyglass Hill Road in Viera.

### **About Watersong**

The new master-planned community will be approximately 26 acres, but has potential to eventually reach more than 45 acres. Plans call for 43 South Florida-style cottage homes, 148 villa units, 26 enhanced-living villas, 24 assisted-living apartments, 24 Alzheimer's Care apartments and 24 skilled nursing beds, pending approval. In addition to the variety of residential housing options, the retirement campus will offer residents upscale amenities, such as a healthcare clubhouse, a wellness center complete with indoor and outdoor pools, a putting green, full-time wellness coordinators, and a central clubhouse.

Watersong will also be a gated community, with a staff that's present 24 hours a day to respond to any emergency residents may have, ensuring unparalleled peace of mind. All homes will also have an emergency notification system, as well as smoke detectors, which alert the 24-hour staff inside the Watersong community as to what emergency services are needed. The immediate response can make all the difference. The emergency system is in the form of a push button/pull cord transmitter mounted on the wall of every bathroom. Pendant or bracelet transmitters may be worn as well.

Other community programs include country club-style dining, social calendars full of events and activities, wellness and exercise programs, and an on-site maintenance and housekeeping staff to take care of both interior and exterior maintenance of residents' homes.

Final zoning approval is expected between early September and late October, with construction starting soon thereafter.

### **About Senior Living Communities**

Senior Living Communities owns and operates premier retirement communities in South Carolina, North Carolina and Florida. By optimally combining the very best people, proven processes and financial success, Senior Living Communities is able to create Continuing Care Retirement Communities (CCRC) dedicated to helping its members live long and live well.

Its management team is expertly disciplined in the areas of single family marketing, healthcare marketing, healthcare management, building maintenances, housekeeping, and hospitality services.

Senior Living Communities believes the key to consistently offering great services and achieving resident satisfaction is in their ability to hire, train, and retain good people. Its goal is to provide a community where its members live long, live well, live. For more information on Watersong, please visit [www.Water-Song.com](http://www.Water-Song.com) or Senior Living Communities at [www.Senior-Living-Communities.com](http://www.Senior-Living-Communities.com).

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