



Brookdale Senior Living Solutions Newsroom

Brookdale Sets Plan in Motion to Change Perception of Senior Living

-- National Television and Marketing Initiative Highlights Mission --

PR Newswire

BRENTWOOD, Tenn.

BRENTWOOD, Tenn., Oct. 12, 2015 /PRNewswire/ -- As the largest senior living provider in the country, Brookdale Senior Living (NYSE: BKD) is advancing its industry leadership role through a new national branding and communications initiative beginning today. Brookdale's campaign is designed to provoke audiences to rethink their views of senior living and to capture the essence of the close relationships formed every day between the company's 80,000 associates and nearly 100,000 residents. As part of the campaign, the company is undertaking a broad range of initiatives to evolve the perception of senior living and demonstrate how innovative approaches and services at Brookdale can transform lives.

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<http://www.multivu.com/players/English/7646051-brookdale-launches-national-campaign/>

"We continue to move forward on our objective to develop the preeminent senior living brand, and we believe this campaign will create a cultural redefinition of the value that an innovative senior living provider can bring to people's lives," said Will Clark, Brookdale's senior vice president of strategy and innovation. "Brookdale is bringing new life to the traditional view of senior living. We focus our energy on enabling seniors to live their lives to the fullest – and in doing so changing the myths and perceptions of senior living. As the largest senior living provider in the country, we have the opportunity and I believe the responsibility to lead this conversation."

Brookdale is bringing visibility to its mission of "enriching lives every day" through an extensive national television and multi-channel branding and marketing campaign, including digital, direct

mail, print, social media, and local community outreach. The campaign showcases real Brookdale associates whose unscripted stories help to counter some long held stigmas about senior living. It is also backed by a number of operational and innovation platforms that will sync with the effort, looking forward.

During the past 12 months, the company has conducted extensive customer and market research to better understand the housing, care, and lifestyle wants, needs, and preferences of seniors and their families. To develop the campaign, Brookdale invited its community associates from multiple markets to share the close bonds they have with residents in their communities. A number of those associates were chosen to appear in the national television commercials and in content across various channels and platforms. They include:

Desiree, resident programs director, Jacksonville, Fla.

Elizabeth, Clare Bridge program coordinator, St. Petersburg, Fla.

Kevin, dining services director, Chicago, Il.

Cam, maintenance technician, San Marcos, Cal.

"All of us at some point will have to choose where and how to live our later years. We want people to appreciate and value the tremendous benefits of innovative senior living and to look to Brookdale as a trusted partner. There is no better way to communicate our commitment to enriching the lives of seniors and their families than through the words of our compassionate, caring associates. It is because of them that we are Bringing New Life to Senior Living." continued Clark.

About Brookdale

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Currently Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,135 communities in 47 states and the ability to serve over 110,000 residents. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health, personalized living and hospice services.

Contact: Rob Borella, 615-564-8848, rborella@brookdale.com

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