



Brookdale Senior Living Solutions Newsroom

Texas Senior Joyrides in Indy Race Car Fulfilling Wish of a Lifetime Lifelong Racing Fan Laps Texas Motor Speedway

PR Newswire

FORT WORTH, Texas

FORT WORTH, Texas, Oct. 20, 2015 /PRNewswire/ -- Dorothy Coates has always had the need for speed. Even at 82, she longs for the pole position and taking the checkered flag, even though she no longer drives the open road around her hometown. Recently, Wish of a Lifetime and Brookdale Senior Living (NYSE: BKD) provided Dorothy the opportunity to take a spin around the Texas Motor Speedway in an Indy race car, something she's always wanted to experience.

Dorothy is a resident of Brookdale Midwestern in Wichita Falls, Texas. After a few laps, she shared with some community associates that she didn't realize she was going to go 160 mph around the racetrack and "lost her shoe" on a couple curves. She stated that the fastest she had ever previously driven was 100 mph on a German autobahn.

During some of her earlier years, Dorothy didn't have a driver's license because she and her husband shared one car and he was the primary driver. She longed for the freedom of the open road and eventually learned to drive while her husband was in the service and they were stationed in Japan. While living there, Dorothy spent her time volunteering for the Red Cross. She has relied on her faith throughout her life and devoted most of her life to serving others. It was all systems go when she was given the opportunity to make a pit stop at the Texas Motor Speedway for her special day.

In 2010, Brookdale Senior Living and Wish of a Lifetime formed a partnership to provide a helping hand in making some of the dreams of Brookdale's residents come true. To request a Wish, residents fill out a Wish application explaining an experience they would like to have fulfilled and how that experience relates to one or more dimensions of Brookdale's Optimum Life® platform. Optimum Life cultivates whole-person wellness through fulfillment in the six key dimensions: purposeful, emotional, physical, social, spiritual and intellectual. Since the

partnership's inception, more than 600 Brookdale seniors have had their Wish granted.

For more information about Brookdale and Wish of a Lifetime visit brookdale.com and seniorwish.org.

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.

About Wish of a Lifetime

Wish of a Lifetime™ fosters respect and appreciation for deserving seniors by fulfilling their life-enriching Wishes. Founded in 2008 by two-time Olympic skier, World Cup gold medalist, entrepreneur, and former NFL football player Jeremy Bloom in living honor of his grandmother, Wish of a Lifetime has made over 1,000 Wishes come true for seniors in all 50 states and the District of Columbia. The organization aims to create a positive shift in the way society views and values aging by sharing the stories of its inspiring Wish recipients with those of all generations. After experiencing a wish, 93 percent of Wish recipients stated they felt their quality of life improved and 76 percent said they felt their overall health improved. To learn more about the organization or to help fulfill a senior's Wish visit www.seniorwish.org

Contact: Kristin Puckett, 615-564-8481, kpuckett@brookdale.com

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Fulfilling-Wish-of-a-Lifetime