



PRESS RELEASE

FOR IMMEDIATE RELEASE

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**THREE-MILLION DOLLAR RENOVATION AND NEW NAME
MAKES FORMER NORTHWESTERLY ASSISTED LIVING IN LAKEWOOD BLOOM**

Lakewood, OH – Just in time for the Holidays, Northwesterly Assisted Living Community has both a completely renovated community and a new name. The nearly 3-million dollar renovation, designed to enhance the lives of its residents, took three years and totally remodeled all apartments located on eight floors, as well as the interior and exterior common areas.

In addition to a “new” building, Northwesterly has a new name: Bloom at Lakewood...because that is what residents do here ...bloom in a vibrant, picturesque setting located in the heart of Lakewood, Ohio.

Rebranding was the result of a year-long analysis by parent company Bloom Senior Living. Over the past year, family-owned Bloom undertook a 360-degree view of the company and its residents, synthesizing key insights gained from its fifty years of experience, to distill what makes its approach unlike other senior living providers. From that analysis, Bloom believes residents are longing for more than the promises of safety, comfort, convenience and quality of life. Those basic needs are expected and not enough. At this stage, life is about more: self-actualization by continual learning, growing, and changing.

Accordingly, Bloom decided to rename the communities “Bloom” to reflect its operating philosophy. For nearly fifty years, Bloom’s goal has been simple: to help its residents flourish. Entering a Bloom community does not mean checking your lifestyle or personality at the door. Residents continue to live life to its fullest potential, enjoying their favorite activities while discovering new ones, and blooming into their best selves through growth and discovery.

Bloom Senior Living is about creating a living environment where residents are given the tools, resources and encouragement to bloom. To bloom is to become your best self, achieving your full potential for happiness, peace. To do the things you have always wanted to do and feel the way you have always wanted to feel. **Bloom: Discover your best self.**

Get a taste of the “new” Bloom at Lakewood. Have lunch in our beautiful dining room and take a private tour. Call Tonia Pocztar, Community Relations Director at 216-228-2266 for more information. Stop by to see what everyone in Lakewood is talking about, and at the same time enter into a drawing for a Caribbean Cruise. Bloom’s way to say thank you!

Deadline for entering is December 31, 2013.