

For Immediate Release:

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BICKFORD SENIOR LIVING BEGINS CONSTRUCTION IN SUFFOLK, VIRGINIA

SUFFOLK, VA. September 20, 2016 – Bickford Senior Living is pleased to announce that it has begun construction on a new assisted living and memory care branch in Virginia. The branch, located in Suffolk on Harbour View Blvd, will be the company's third branch in the state of Virginia.

Once constructed, Bickford of Suffolk will include a total of 60 apartments and provide similar services to Bickford's existing portfolio of 48 independent living, assisted living and memory care branches located in 9 states.

"It's exciting to continue growing the number of seniors we serve. Our purpose is simple; we aim to enrich the happiness of each and every resident we serve. We look forward to bringing this spirit of service to the Suffolk community," said Jenniffer Westfall, branch Director for Bickford Senior Living.

Andy Eby, President of Bickford Senior Living added, "So many businesses grow for the sake of growing. We spend our time thinking about how to utilize growth to advance our culture."

Andy went on to add: "We built our first branch in Olathe, Kansas nearly 25 years ago, for our grandmother, Mary Bickford. She suffered with Alzheimer's and my parents could not find a place the family felt comfortable with – so we built what she needed. As a result, we're proud to have been one of the pioneers of assisted living and memory care in the country." Eby added that "Expanding our services into Suffolk challenges our organization to stay small while growing big. This challenge brings out the best in our people which ultimately best meets the needs of our residents."

About Bickford Senior Living:

Bickford Senior Living manages and operates 48 Independent Living, Assisted Living and Memory Care branches in Kansas, Iowa, Illinois, Indiana, Missouri, Nebraska, Michigan, Ohio, and Virginia with headquarters located in Olathe, KS. The company was created when owners, Don and Judie Eby, were unable to find a quality assisted living residence for their mother, Mary Bickford who was diagnosed

with Alzheimer's disease. For more information about Bickford Senior Living visit www.enrichinghappiness.com