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For Immediate Release

Photos attached

Juniper Communities Unveils Juniper Village at Preston Hollow

Dallas, TX - Bloomfield, NJ (March 8, 2021) - [Juniper Communities](#) announces the addition of Juniper Village at Preston Hollow to its portfolio of managed and owned seniors housing communities, effective March 1, 2021. The community, based in Dallas, TX, can provide professional care and support for 78 assisted living residents and 24 memory care residents. The community was formerly managed by Brookdale Senior Living. Nationally, Juniper ranks among the top 40 largest and most respected providers of seniors housing communities.

Preston Hollow is in north Dallas, an inviting neighborhood with chic restaurants, shopping, and local grocery stores. Juniper Village at Preston Hollow is located at 12400 Preston Road, Dallas, TX, 75230 and is part of a broader expansion initiative that Juniper is rolling out in 2021.

“We look forward to extending our signature programs to benefit residents and their families, the team of associates, and the professional health care community,” expressed Lynne S. Katzmann, CEO and Founder of Juniper Communities. “For example, our Connect4Life program, which has been recognized as an innovative model for integrating service enriched housing and management of chronic health issues, will bring the convenience of onsite primary care to the community while facilitating coordination between the community and other health care providers that serve our residents.”

Additional Juniper signature programs to be implemented are its acclaimed Connections program, which keeps residents engaged and encourages an active body, an engaged mind, and a fulfilled spirit through specially designed virtual and in-person activities; H’art and Soul of Dining, imparting spirited service, companionship, and nourishment through sharing the joy of good food; and its award-winning Wellspring Memory Care program providing state of the art memory care through innovative therapeutic programs, environments, and interactions. All are designed to foster the Juniper mission of nurturing the spirit of life in every individual served.

In an industry hit hard by COVID-19, Juniper Communities has been hailed as an industry leader in the effort to limit the spread of virus by being among the first to proactively test residents and team members, creating staffing cohorts, and implementing thorough [PPE and sanitization practices](#). Juniper has also stood out with an a 95% COVID-19 vaccination rate among team members and residents.

As with all Juniper acquisitions, the company works to retain the existing team and caregivers and bring them into the Juniper fold. Currently, 45 people are employed at the community.

About Juniper Communities

Juniper Communities, a leader in quality, value and innovation in long-term care, operates seniors housing communities in New Jersey, Pennsylvania, Colorado and Texas that emphasize residents' well-being, interaction and security. Its approach to housing and care offers residents the opportunity to live a full life, regardless of age or health. Juniper's innovative Connect4Life program has been proven to improve residents' care by decreasing hospitalizations, re-hospitalizations and urgent care visits, while offering potential cost savings to public programs such as Medicare. To learn more about the many ways Juniper Communities innovates in support of our residents, visit www.junipercommunities.com.