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## For Immediate Release

### Photo:

### Local CEO Receives Award for Senior Living Excellence

**November 15, 2022 (Bloomfield, NJ)** – Juniper Communities', a leading provider of senior living communities headquartered in Bloomfield, NJ, founder and CEO Lynne Katzmann, was recently presented with a high honor. The International Council on Active Aging® (ICAA) and NuStep, LLC awarded Katzmann the prestigious Pinnacle Award for exceptional, above-and-beyond performance. Debuting for the first time this year, the award highlights CEOs in the senior living industry that have demonstrated outstanding dedication to fostering thriving wellness cultures.

"As wellness has continued to grow in the active-aging industry, we are delighted to provide even more opportunities for organizations and executives to be honored for their influence and impact," says Colin Milner, ICAA founder and CEO. "With the ongoing shift to wellness-based models, all of these distinguished award winners serve as shining examples that are leading the way."

Nurturing the seven dimensions of wellbeing - mental, physical, social, financial, spiritual, environmental, and vocational - Juniper Communities utilizes programs that empower their teams to offer a personalized approach to wellbeing. These programs include but are not limited to: Catalyst, an ecosystem of health and wellbeing services curated to meet an individual's unique needs allowing them to meet their 'wellspan' goals; Connect4Life, a high tech/high touch approach to healthcare reducing hospitalizations; and Refresh, promoting a mind-body approach to revitalize and re-energize, associates and residents. The culture and programs embrace innovation and inspiration to deliver ever-evolving care, activities and services that enable individuals to live better and longer. Lynne Katzmann and Juniper's mission is to encourage active bodies, engaged minds and fulfilled spirits to empower people. At Juniper, wellness is an essential priority.

"For Juniper, wellness is the overarching umbrella of the care, services, programs and encouragement we provide to support and sustain active bodies, engaged minds and fulfilled spirits for senior living," she explains. "We embrace the philosophy of being 'alive in all seasons' and we do this by connecting passion with purpose - for residents, associates, and the broader community - to enable individuals to live better, longer."

Juniper Communities is the only woman-founded, owned and led business among the top 40 national assisted living companies. Katzmann launched the business when she was 32, with six years of

experience in the healthcare industry, and a PhD in economics from the London School of Economics. An active leader in the social entrepreneurship movement at its beginning, she was a firm believer in the so-called double bottom line: doing well by doing good. Fast forwarding to today, she has nearly 35 years of healthcare industry experience on her resume. She currently serves as a board member of several for-profit and non-profit organizations including Sabra Health Care, Tufts University, ArtsConnection of New York City, and the Social Venture Network.

Lynne Katzmann is a graduate of Cedar Grove High School, Tufts University, London School of Economics, and currently resides in Montclair, NJ.

Juniper Communities is headquartered and located at 400 Broadacres Drive, Bloomfield, NJ 07003. Telephone: (973) 661-8300. Visit <https://junipercommunities.com/>

### **About Juniper Communities**

Juniper Communities, a leader in quality, value and innovation in long-term care, operates senior living 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](http://www.junipercommunities.com).