

**NEWS RELEASE**

Contact:  
Amy Bacon Volpe  
312.649.0419  
amyvolpe@comcast.net

**Leading U.S. Senior Living Organization  
Announces Name Change to Lifespace Communities, Inc.**

Des Moines, IA, October 1, 2009—Lifespace Communities, Inc., is the new corporate name and identity being launched on October 1, 2009, by the former Life Care Retirement Communities Inc., a not-for-profit organization that owns and manages 11 senior living communities in the U.S.

“Our new corporate name and brand has been more than 30 years in the making and is grounded in what really matters to today’s seniors. While we have been delivering the full engagement and independence that seniors demand, we found that our former identity didn’t communicate our complete offering to our target audience,” said Scott Harrison, Lifespace Communities CEO.

“Our experience and research show that seniors want to enjoy the good things in life, have freedom from logistics and feel secure in their financial future. They want opportunities to make connections, explore self-expression, wellness and personal growth while giving back to the community. Lifespace encapsulates all these concepts in our new brand,” said Harrison.

The organization’s new name change includes a corporate identity system that adds “A Lifespace Community” to each well-established local community name and standardizes the design of all the organization’s facilities to create a consistent look.

The development of the new Lifespace Communities brand and identity included extensive market research and interviews with industry experts, residents, prospective residents and community leaders.

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Research showed that seniors are more demanding about quality, choices and control. They want options, flexibility, lifestyle amenities and the ability to participate in decision-making in their retirement communities. Personal and specialized activities rather than group activities are in higher demand and seniors are interested in lifelong learning, community and retail services along with guest and family-friendly facilities.

“At Lifespace Communities we are answering the consumer demands of the baby boomer generation which includes being more resident-centered and providing more social connections,” said Harrison. “We have always maintained the highest customer service standards at our communities and that continues to be one of the top priorities for seniors. With a staff of 2,000 serving 4,500 residents, we can and do provide the best in customer service and quality health care for seniors.”

Lifespace Communities, Inc. is the seventh largest provider of not-for-profit senior independent living communities in the U.S. Founded in 1976, the organization owns and manages a network of 11 Lifespace communities in Florida, Illinois, Iowa, Kansas, Minnesota, Nebraska and Pennsylvania and is headquartered in Des Moines, Iowa. Residents number more than 4,500 and the organization employs a staff of 2,000.

[www.lifespacecommunities.com](http://www.lifespacecommunities.com)

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