



**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE:**

**Assisted Living Federation of America (ALFA) Honors 40 Horizon Bay Employees with National Champions for Seniors Award**

*ALFA awards recognize superior care and service in the senior living industry*

**Tampa, Fla. – May 20, 2009** – A select group of 40 Horizon Bay Retirement Living employees have been honored by the Assisted Living Federation of America (ALFA) for outstanding service in the senior living industry. These 2009 Champions for Seniors were chosen from a national pool of candidates and recognized for demonstrating superior levels of commitment and dedication to their communities and the residents and family members they serve.

“Nominated by residents, family members, supervisors, and co-workers, these are the individuals who come to work day in and day out with a strong commitment to serving seniors,” says Richard P. Grimes, president and CEO of ALFA. “Congratulations to this year’s winners and thank you for your dedication to excellence.”

This past winter, ALFA conducted a nationwide contest challenging all retirement living communities to submit nominations for their front-line “heroes.” Executive directors for Horizon Bay communities responded by nominating employees and sharing dozens of stories. Award-winners came from Horizon Bay communities across the United States.

“Our company’s success has been built on the commitment of extraordinary people who are dedicated to improving the lives of our residents,” says Thilo Best, Chairman & CEO of Tampa-based Horizon Bay Retirement Living. “The fact that we had so many winners from Horizon Bay is a testament to the hard work and generous spirit demonstrated by our team members every day. I am very proud of each individual who was recognized as well as our entire team.”

As recognition for their success, each 2009 Champion winner will receive a certificate and a letter of congratulations from both Grimes and Best. The winners will also

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receive personal congratulations from Senior Vice President of Operations Tiffany Cobern or Senior Vice President of Operations Mary Sue Patchett, as well as their Regional Vice President of Operations. For more information on ALFA's awards, go to [www.alfa.org](http://www.alfa.org)

### **About Horizon Bay Senior Communities**

Based in Tampa, Fla., Horizon Bay is a privately owned seniors housing management company focused on managing large portfolios of retirement communities across the United States for institutional real estate investors. With 77 communities in 15 states, the company has grown beyond traditional property management into a fully integrated service platform. The Horizon Bay portfolio includes independent living, assisted living, memory care, skilled nursing care and continuing care retirement communities. For more information on Horizon Bay, visit [www.horizonbay.com](http://www.horizonbay.com).

### **About the Assisted Living Federation of America**

The Assisted Living Federation of America (ALFA) represents companies operating professionally managed assisted living communities for seniors. ALFA advocates choice for seniors, quality of care, and accessibility and portability of long-term care for all Americans. ALFA's efforts raise the bar for operational excellence among its member companies. For details, visit the ALFA Web site at [www.alfa.org](http://www.alfa.org)

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