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**For Immediate Release**

**Horizon Bay Retirement Living Wins ALFA's Prestigious Best of the Best Award**

*ALFA national award recognizes innovative best practices*

**TAMPA, Fla., - April 6, 2011** – Horizon Bay Retirement Living announced today that it has won the Assisted Living Federation of America (ALFA) 2011 Best of the Best Award in the category of “Physical Plant & Environmental.” This national award honors programs that demonstrate innovative operational excellence and a commitment to the future of senior living.

Horizon Bay Retirement Living was recognized for its innovative EcoFriends Program, developed by its Facilitations Maintenance Services team. The award-winning effort was led by John Sattelmayer, Senior Vice President of Facilities Management at Horizon Bay. This program was recognized within Assisted Living Executive magazine and also during the awards program at the 2011 ALFA Conference & Expo. The EcoFriends Program was developed to increase conservation, recycling and sustainability in Horizon Bay's communities nationwide. The program is successful at implementing eco-friendly recycling and waste reduction procedures and practices.

“Horizon Bay is honored that ALFA has recognized the hard work and effort our Facilitations team members have put into this important project,” said Thilo D. Best, Chairman & CEO of Horizon Bay Retirement Living, one of the top 10 seniors housing operators in the United States. “We will continue to look for new and innovative ways to make a positive impact on our common future.”

ALFA's Fifth Annual Best of the Best Award has expanded from previous years. The award received 140 nominations, a record number of submissions, and for the first time allied members, members of ALFA who do not manage or operate a senior living residence, were able to win the much coveted award.

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## **Page 2, Horizon Bay wins 2011 Best of the Best Award from ALFA**

“We have the honor to spread the good news about remarkable resident-centered programs fulfilling every aspect of senior-living operations, from wellness services to staff development,” said Rick Grimes, president and CEO of ALFA. “All of this year’s entries speak to the high standard of innovation and professionalism among our members and demonstrate their resourcefulness and ingenuity.”

The ALFA 2011 Best of the Best Awards program has expanded from previous years. The program received 140 nominations, a record number of submissions. For the first time allied ALFA members, members of ALFA who serve the senior living industry, were able to win the much coveted award. Submissions were judged for their uniqueness in the industry, innovative use of ideas from outside the industry, impact on residents and their families, staff and operations, embrace of industry core principles, the strength of quantitative and qualitative results and strategic vision.

Winners and runners up in each category are recognized in the current issue of the *Assisted Living Executive* ([www.alfapublications.org](http://www.alfapublications.org)) and will be recognized at the ALFA 2011 Conference & Expo, April 5-7 in Orlando, Florida. Learn more about the ALFA 2011 Conference & Expo at [www.alfa.org/conference](http://www.alfa.org/conference).

### **About Horizon Bay Retirement Living**

Based in Tampa, Fla., Horizon Bay Retirement Living 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 94 communities in 19 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) is the largest national association exclusively dedicated to professionally-managed senior living communities and the seniors and families they serve. For 20 years, ALFA has worked to educate policymakers and consumers by advocating for choice, accessibility, independence, dignity, and quality of life for seniors. ALFA’s member-driven programs promote business and operational excellence through education, research, publications, professional networking and online tools designed to foster collaboration and innovation in the field of senior living. Visit ALFA’s Web site at [www.alfa.org](http://www.alfa.org).

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