



Contact:
Jay Wilke
813.287.6067
jwilke@horizonbay.com

For Immediate Release

**Horizon Bay Retirement Living wins two 2010 Best of the Best Awards
from Assisted Living Federation of America (ALFA)**
ALFA national award recognizes innovative best practices

TAMPA, Fla., - May 26, 2010 – The Assisted Living Federation of America (ALFA) has awarded Horizon Bay Retirement Living, headquartered in Tampa, Fla., two prestigious 2010 Best of the Best Awards, a national recognition reserved for the nation’s most innovative and effective business practices in the senior living industry. All 2010 winners will be profiled in the May/June issue of ALFA’s flagship magazine, *Assisted Living Executive*. Horizon Bay received the awards during the ALFA 2010 Conference & Expo, May 25-27, in Phoenix.

“These innovations recognize companies that have put their imaginations to work to continually improve and streamline operations, enhance resident care and services, train and retain quality employees, and much more,” said ALFA President and CEO Richard P. Grimes. “Plus, the industry-wide benefit of the Best of the Best Awards is the program’s ability to multiply excellence as these and other companies in senior living adopt these best practices as their own.”

“Horizon Bay is honored that ALFA has, once again, chosen to recognize the hard work and dedication of our resident program team members,” said Thilo D. Best, Chairman & CEO of Horizon Bay Retirement Living, one of the top 10 seniors housing operators in the United States. “These prestigious awards serve as well-earned validation for all of the people who put their heart and soul into these programs. We’re proud of the great work they do each and every day.”

Horizon Bay Retirement Living was recognized for two separate innovative programs, both developed by the resident programming team at Horizon Bay as part of its *LiveWell!* Lifestyle Programs & Events. Each program was recognized within *Assisted Living Executive* magazine and during the Awards Program at the 2010 ALFA Conference & Expo:

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- **The SMILE Program** was developed to increase awareness of and participation in various activities at Horizon Bay communities. SMILE, which stands for Schedule, Motivate, Invite, Listen, and Escort, is a collaborative effort by all community staff to encourage residents to become more engaged in community life. As a result, overall group participation has increased throughout the communities.

- **The “Your Story Continues Here...” Resident Welcome Program** was designed to help make new residents feel welcome. Components include a special welcome during the initial tour; a final apartment inspection before move-in; personalized welcome signs, gifts, and welcome card; an interview to find out the resident’s interests; a community orientation with staff; and a “Meet Your New Neighbors” social with current residents.

For details about Horizon Bay’s winning strategies, see the cover story of *Assisted Living Executive’s* May/June 2010 issue, or contact Marlene Hendrickson (mhendrickson@alfa.org).

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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 91 communities in 18 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.

About the Assisted Living Federation of America: Founded in 1990, the Assisted Living Federation of America (ALFA) is the only national association exclusively dedicated to professionally operated senior living communities. ALFA’s member-driven programs promote business and operational excellence through national conferences, research, publications, and executive networks. ALFA works to influence public policy by advocating for informed choice, quality care, and accessibility for all Americans seeking assistance with long-term care. Visit www.alfa.org for more information.

About *Assisted Living Executive* magazine: ALFA’s flagship publication, *Assisted Living Executive* reaches more than 20,000 c-level and senior executives. Published six times per year, the magazine focuses on best practices and strategic solutions that advance operational excellence for senior living companies. *Assisted Living Executive* is an ALFA membership benefit and also available by subscription. Go to www.alfa.org/ALE for details. Visit the magazine’s digital edition at www.alfapublications.org.