



Preview life at Bloom Senior Living as residents open their homes for guests at the annual *Tour of Homes* event

PRESS RELEASE FOR IMMEDIATE RELEASE

Bluffton and Hilton Head, SC (March 27, 2018) - **Bloom Senior Living**, a family-owned and operated company with nearly 50 years of senior care experience, announced today that it will host its annual *Tour of Homes* to the public on April 28, 2018 from 1:00pm - 4:00pm at its three Bluffton and Hilton Head Independent Living, Assisted Living and Memory Care communities, **Bloom at Belfair**, **Bloom at Bluffton** and **Bloom at Hilton Head**, showcasing the communities and its residents' suites. Interested seniors - and their families - can learn, from an unbiased insider's perspective, what makes living at Bloom special.

Bloom has been family-owned and operated since 1965. The company was inspired after the principals experienced the challenge of finding the right home for their grandmother when she required care. Entering a Bloom community does not mean checking your lifestyle or personality at the door. For nearly 50 years, Bloom's mission has been simple yet aspirational: to help its residents flourish. Residents continue living full lives, by enjoying their favorite activities while discovering new ones, and blooming into their best selves through learning, growth and discovery. Bloom is committed to creating a homelike living environment that fosters self-growth and self-actualization for its residents by providing them with the tools, resources and encouragement to bloom.

"Consistent with this mission, we want our residents to feel at home and the residents' suites are their homes" reports Bloom owner, Scott Kantor. "We encourage residents to personalize their suites in order to reflect their own tastes and needs. Whether its bringing in their favorite couch or helping them display precious belongings that hold life-long memories, we support our residents in making the new space their own and that's what makes each suite special," adds Mr. Kantor. One of the components of the Bloom experience is ensuring residents have the services and care they need to make their lives easier, but it's delivered within the comforts of home.

During *Tour of Homes*, Bloom invites guests to visit the communities and take a tour of the residents' suites in order to hear directly from the residents about their life at Bloom. Each community has selected multiple unique suites with resident hosts ranging from veterans, whose suites are filled with honorable medals and history; to a seamstress who still practices her craft in the extra bedroom. This event was such a big hit in years past (as current residents loved showing off their suites while new prospects loved hearing about Bloom from the residents themselves) that Bloom decided to make this an annual event.

Tour guests will witness firsthand the special personal touches residents enjoy each day at Bloom, get a "taste" of Bloom by receiving delicious sample treats from Bloom's culinary professionals, explore the busy Life Enrichment Program offered, meet the Bloom team and learn about Bloom's continuum of care options including Independent Living, Assisted Living and Memory Care (for those with early, middle and late-stages of Alzheimer's and dementia). You'll quickly see why residents not only call Bloom home, but refer to it as a special place, with special people, where people live and work as a giant happy family.

That's not all - Bloom will be raffling off an Apple iPad just for the fun of it. Please stop by each location and *triple* your chances of winning!

Press Inquiries

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