



by Edward Rose & Sons

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CONTACT: Jennifer Severson, Ecumen Strategic Communication Manager, at 901-737-4735 or jenniferseverson@ecumen.org

Heritage at Irene Woods Celebrates Groundbreaking for New Senior Living Community

Local business leaders, investors and the corporate leadership team from Heritage at Irene Woods were on hand for a ceremonial groundbreaking at Heritage at Irene Woods on Wednesday, July 11. The new senior living community celebrated 100 days of construction at the site just south of I-385 on Forest Hill Irene Road and is scheduled to open in mid-Summer 2013.

“We’re thankful for the support and encouragement of the Turley family and the warm welcome we’ve received from the Germantown and Collierville communities,” Warren Rose, CEO of Heritage’s parent company Edward Rose & Sons, said. “Our entire team is dedicated to bringing high quality senior living and services to this beautiful setting.”

The new senior living community will include a three-story independent and assisted living building and a one-level memory care building with connected outdoor gardens and beautiful views overlooking Irene Woods. The two buildings total over 165,000 square feet and offer 140 units of senior living apartments – 80 independent senior living, 30 assisted living and 30 memory care apartments.

“My grandfather started our company over 90 years ago to bring quality housing options to families,” Rose continued. “We continue that tradition by making our vision of intergenerational housing a reality. We’ve started with the senior housing component, but soon you’ll also see multi-family housing that shares the wonderful amenities being built here.”

Heritage at Irene Woods will offer three dining venues, concierge services, an arboretum, library and media room, club lounge, on-site bank, fitness and wellness studio, movie theater and a chapel.

Ecumen, a non-profit company headquartered in Minneapolis/St. Paul, will manage the senior living community. The company brings a 150-year history and extensive experience to the Memphis area. Ecumen owns or manages more than 35 communities across the Upper Midwest.

According to Julie Pitsenbarger, Ecumen’s director of new housing, “We will provide a warm and caring home for seniors in search of independent or assisted living or those living with memory loss. Our residents will be empowered to live each day knowing the resources they need – now or in the future – will be provided within the comforts of their new home.”

“Our mission is to create home for older adults. Ecumen’s leadership and employees happily deliver our mission every day by creating a friendly atmosphere and an extended family for our residents,” Pitsenbarger said.

Ecumen is well-known for its innovative efforts in changing aging and the stereotypes of growing older by empowering individuals to live richer and fuller lives. The company’s work in reducing anti-psychotic drugs in the treatment of dementia patients has garnered international attention, two recent projects have earned design awards from the Society for the Advancement of Gerontological Environments, and the company has been honored seven times in a row as a “Best Place to Work.”

Over the next few months a great deal of activity will take place as the building’s framework construction wraps up and the interior work begins. The project has brought nearly \$15 million in purchases and construction jobs to the area and anticipates adding nearly \$350,000 per year to state, county and local property tax rolls.

“About 85 full- and part-time new jobs will be created in the area when Heritage at Irene Woods is open and stabilized,” Steve Ordahl, senior vice president of business development at Ecumen, said. The Heritage at Irene Woods local leadership team will be hired in Fall 2012 and hiring of direct-care staff will begin in Spring 2013.

Also on hand for the groundbreaking event were representatives from the Germantown Area Chamber of Commerce, Ecumen and Pope Architects, as well as Karl Birkholz, president of the Irene Homeowners Association and FedEx Retiree Club.

Photo 1: Available at <http://flic.kr/p/cyk7VG>. Community leaders Ken Beal, Richard Maxwell, and Michael Turley, helped Warren Rose, second from right, celebrate the 100th day of construction on the new Heritage at Irene Woods senior living community on Forest Hill/Irene Road near I-385.

Photo 2: Available at <http://flic.kr/p/cykq51>. Steve Ordahl, senior vice president of business development at Ecumen, shared positive economic news with community leaders and Chamber of Commerce representatives during the ceremonial groundbreaking. The area will receive nearly \$15 million of economic impact from the construction jobs and purchase of materials while Heritage at Irene Woods is being built.

For more information, please contact Jennifer Severson at 901-737-4735 or jenniferseverson@ecumen.org

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