



Benchmark Senior Living Announces Engagement of Hundreds of Employees

New Campaign Puts Some in Spotlight

Benchmark Senior Living has recently announced the simultaneous engagement of hundreds of its employees. Caregivers, dining professionals, groundskeepers, community leadership teams, housekeepers and corporate executives across the more than 50 senior communities that make up the organization are all celebrating the engagement.

There are no diamond rings and no questions being “popped.” The engagement announcements are part of a campaign that puts Benchmark employees front and center on direct mail pieces, website videos, print ads and other outreach materials that celebrate their dedication to the thousands of seniors they serve.

Launched this month, the I’m Engaged campaign not only spotlights the Benchmark employees who exceed expectations and devote themselves to helping others, but also focuses on the special connection each one has developed with their residents. By putting a unique spin on an engagement “announcement,” Benchmark hopes to convey the love, commitment and bond its employees have with the important work they do.

And, in the process, some of its employees are enjoying a bit of hometown fame.

A young girl who grew up in a senior living community and decided to make it her career.

A long-serving associate who works with the relatives and parents of childhood friends and now considers them family.

A recent college graduate who, as a result of working with seniors, now wants to get her master’s degree in art therapy.

A former pre-school teacher who raised a family, moved across country, went to culinary school and now runs the kitchen in a Benchmark community not far from where she grew up.

The campaign features the photographs of 12 employees, along with their stories on video. The 12 are intended to represent the hundreds of people employed by Benchmark, which celebrates its 20th year providing care and housing for seniors in New England.

About Benchmark Senior Living

Benchmark Senior Living, a leading provider of senior living services in the Northeast and headquartered in Waltham, Mass., proudly offers the highest quality of service and care with the

warmth and hospitality of home. As a leader in senior living, Benchmark offers independent living, assisted living, memory care, skilled nursing and short-stay programs.

Read more about the I'm Engaged campaign and watch employee stories at www.BenchmarkSeniorLiving.com/ImEngaged.

Benchmark Featured Associates:

Tricia Beadle
River Ridge at Avon, Avon CT
Hometown: Collinsville, CT

Chlea Bynoe
The Falls at Cordingly Dam, Newton, MA
Hometown: Needham, MA

Amanda Francis
Benchmark Senior Living at Forge Hill, Franklin, MA
Hometown: Franklin, MA

Jules Gerbi
Benchmark Senior Living at Hamden, Hamden, CT
Hometown: North Haven, CT

Maureen Kammann
The Atrium at Rocky Hill, Rocky Hill, CT
Hometown: Rocky Hill, CT

Kasey Larsen
The Falls at Cordingly Dam, Newton, MA
Hometown: Newton, MA

Dawn Maligno
The Atrium at Faxon Woods, Quincy, MA
Hometown: Kingston, MA

Jose Merida
Benchmark Senior Living at Forge Hill, Franklin, MA
Hometown: Cranston, RI

Luciano Parente
River Ridge at Avon, Avon, CT
Hometown: Farmington, CT

Monica Silva
Benchmark Senior Living at Waltham Crossings, Waltham, MA

Hometown: Shirley, MA

David Silva

Capitol Ridge at Providence, Providence, RI

Hometown: Dayville, CT

Lauren Stowell

The Village at Brookfield Common, Brookfield, CT

Hometown: Danbury, CT

Darrell Swift

Ashland Farm at North Andover, North Andover, MA

Hometown: Haverhill, MA

Clare Welch

Benchmark Senior Living at Waltham Crossings, Waltham, MA

Hometown: Waltham, MA

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