



FOR IMMEDIATE RELEASE

Traditions of Hanover Honored Among Top Senior Living Communities in the Nation -- Named “Caring Star of 2017” for Service Excellence in Independent Living

Positive Consumer Ratings Led to This Industry-Leading Distinction from Caring.com

BETHLEHEM, Pa., Oct. 28, 2016 – Traditions of Hanover Independent Living is pleased to announce it has been selected as a “Caring Star of 2017” for service excellence in Independent Living. In ratings and reviews from family caregivers and cognitively healthy older adults, Traditions of Hanover earned a 5-star consumer rating (the highest possible score) within the last year, while also having a high volume of positive reviews and meeting other qualifying criteria for this national honor. Traditions of Hanover is the only Caring Star 2017 community in Northampton County, and it is among 390 Caring Stars across the country.

“Honestly, there is no higher compliment than that of the families we work with everyday,” said Cathy Heimsoth, executive director of Traditions of Hanover. “We are honored to be chosen for a caring.com award, as we pride ourselves on having a caring culture for all of our residents, families and staff!”

Americans are increasingly seeking insights provided by online reviews to help guide important senior care decisions for aging or ailing loved ones. In multiple Caring.com research studies, the majority of family caregivers have indicated that they turn to the Internet and consumer reviews when researching senior living communities, and have relied on these perspectives more so than in-person recommendations from geriatric professionals or medical personnel. Now entering its sixth year, the Caring Stars annual list helps consumers reliably narrow senior living options for their loved ones to the most-acclaimed communities – particularly as they gather for the holidays and discover increased or urgent senior care needs.

“Congratulations to Traditions of Hanover for achieving this award after earning accolades from residents and their loved ones on Caring.com,” said Karen Cassel, Caring.com CEO. “This important milestone speaks volumes about the positive difference Traditions of Hanover is making in serving older adults, and we join with the local community in celebrating their accomplishment.”

Some of the positive feedback that led to Traditions of Hanover being a Caring Star of 2017 includes:

- “The staff was wonderful and friendly. There was nothing wrong with the rooms. They were gorgeous. The community was very active. There’s no reason for you to sit in your room because it just seemed like there was so much to do.”
- “I went to Traditions of Hanover. I just took a tour there. The whole place was gorgeous. It looks like a 5 star hotel. The staff was very nice.”
- “My mom has been at Traditions for over a year now. Not only has it enhanced her wellness and wellbeing I believe it saved her life. We love being a part of the beautiful life at Traditions!”

“We are truly blessed that families and prospective tours make it a priority to communicate the “feeling” they experience at Traditions of Hanover regarding the friendliness of our residents and staff,” said Jennifer Murphy, marketing director. “We are a family and I am thrilled that those who make the decision to tour our community walk away feeling that way, too.”

Read the full text of these reviews and others on Caring.com:
<https://www.caring.com/local/independent-living-in-bethlehem-pennsylvania/traditions-of-hanover>. To learn more about the Caring Stars program and view the complete winner list, please visit: <https://www.caring.com/bestseniorliving>.

About Traditions of Hanover

Traditions of Hanover Independent Living is a unique retirement community offering Independent Living residences on an affordable month-to-month lease with no buy-in fees. Resident services and apartment features include meals, housekeeping, social events, transportation, and full kitchens. For more information, please call Jennifer Murphy at 484-893-6689 or visit www.traditionsofhanover.com.

About Caring.com

With three million unique visitors to its website monthly, Caring.com is a leading senior care resource for family caregivers seeking information and support as they care for aging parents, spouses, and other loved ones. A Bankrate company headquartered in San Mateo, CA, Caring.com provides helpful caregiving content, online support groups, and a comprehensive Senior Care Directory for the United States, with 125,000 consumer ratings and reviews and a toll-free senior living referral line at (800) 325-8591. Connect with Caring.com on [Facebook](#), [Twitter](#), [Google+](#), [Pinterest](#), [LinkedIn](#), and/or [YouTube](#).

###

Contact:

Jennifer Murphy
 Marketing Director
 Traditions of Hanover
 5300 Northgate Drive
 Bethlehem, PA 18017
 484-893-6689
jmurphy@traditionsofhanover.com