

8/11/2020



CONTACT: Jill Chuculate | 971-400-0555 | [jill@insightseniorliving.com](mailto:jill@insightseniorliving.com)

**FOR IMMEDIATE RELEASE**

## Link Senior Development and Insight Senior Living Announce “Ativo Senior Living,”

PORTLAND, Ore, (Aug 11, 2020) – Industry-leading senior living companies Link Senior Development and Insight Senior Living are proud to introduce their newest brand: Ativo Senior Living.

The first property, [Ativo Senior Living of Yuma](#), is currently under construction and is now taking reservations for an early 2021 opening. Additional communities are planned to break ground in Prescott Valley, Arizona; Buckeye, Arizona; Albuquerque, New Mexico, with more projects in various design phases throughout the Southwest.

Designed to embrace and nurture an individual’s personal interests, these state-of-the-art communities will feature the latest in desirable amenities. Influenced by local culture, interests, and needs, each community will vary in design elements. Community amenities often include robust safety features, such as smart home technology and safety kiosks with hands-free temperature checks at entrances; multiple dining venues, including al fresco dining, farm-to-table-influenced menus featuring local produce, and sky lounges with local beer and wine on tap; and outdoor amenity spaces, with private pet parks, surrey bikes and more.

The intent of Ativo Senior Living is to create an environment with rich and diverse opportunities, activities, and experiences. Communities that encourage physical, intellectual, creative, and social independence while cultivating social interaction and emotional support. Ativo Senior Living embraces local traditions, interests, and intergenerational relationships in contemporary environments that focus on engaging in purposeful living for the residents.

“This relationship between Insight Senior Living and Link Senior Development was forged based on our mutual enthusiasm for the health, well-being, and happiness of our vibrant senior population,” said Ron Ziebart, President & CEO Link Senior Development. “We are looking forward to introducing these properties that will hopefully bring to life our values and commitment to the senior population.” Said LisaAnn Shelton, CEO Insight Senior Living.

Prospective residents and their families are invited to visit the [Ativo Senior Living website](#) to learn more about this partnership and future communities.

### **About Insight Senior Living**

Insight Senior Living based out of West Linn, Oregon, specializes in new development senior living communities. Providing consulting during development and pre-opening and management services post opening. Led by CEO, LisaAnn Shelton, Insight Senior Living delivers over 30 years of senior living experience in initial development, pre-opening, acquisitions, new management services, and general operations.

Insight Senior Living believes that positive, meaningful relationships can bring positive results; that's why their mission "Making a difference by cultivating purposeful connections-bringing joy and opportunity." applies to all they serve, including residents, families, employees, vendors, and others.

For more information about Insight Senior Living, visit [www.insightseniorliving.com](http://www.insightseniorliving.com).

### **About Link Senior Development**

Link Senior Development focuses exclusively on the development and management of senior housing. With comprehensive industry expertise, Link is uniquely positioned to handle the design, development, licensing, and operational challenges of this unique market. Focused on Independent Living, Assisted Living, and Memory Care, Link has more than one million square feet of new development in various phases of design or construction throughout the Southwestern US.

For more information about Link Senior Development, visit [www.LinkSeniorDevelopment.com](http://www.LinkSeniorDevelopment.com)