



An Assisted Living Retirement Community

FOR IMMEDIATE RELEASE

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THE SAYBROOK AT HADDAM CELEBRATES MILESTONES

HADDAM, CONN., (April 2011) – In the 18 months since the new management team came on board at The Saybrook at Haddam, the assisted living retirement community has seen remarkable growth on many different levels. The first impressive achievement has been the 250 percent increase in the number of residents now living in the gracious colonial-style manor, occupying nearly 70 percent of all available apartments. Additionally, The Saybrook at Haddam has continuously added new medical, administrative, kitchen and maintenance staff to meet the varying needs of its residents.

To increase the level of independence for residents, the retirement community now has a full-service van that regularly brings them to cultural events, church, shopping, local restaurants, the bank, and medical appointments.

The Saybrook at Haddam also created a new relationship with Dr. Andrea Schaffner, a geriatric internist based in Essex. Dr. Schaffner keeps regular office hours at the retirement community so she can conveniently and proactively serve her patients.

The management team continues to improve the building with new exterior paint, an upgraded heating and cooling system, new courtyard lighting, a new irrigation system, top-quality fencing, dozens of new trees and shrubs, and other details that improve the graciousness of the manor.

“When our management team first arrived at The Saybrook at Haddam, we knew we had a diamond in the rough,” said Kathy Ryan, executive director. “It has been a truly rewarding journey to bring out the full potential of this magnificent building – and to bring together a very talented staff that works tirelessly to make this community a home.”

Dave Downey, marketing and community relations director at The Saybrook at Haddam knows that the “best kept secret” in retirement living now is enjoying a solid reputation in the region. He continuously gives private tours of the building to prospective residents and is always pleased at their reaction.

“Families feel very happy when their relatives decide to live here,” he said. “This community has created a sense of positive energy and enthusiasm, and it’s easy to see people helping and caring about each other. From day one, when a new resident moves in, we welcome them as part of our family.”

Residents stay active and involved through countless programs at The Saybrook at Haddam, including:

- Educational Programs
 - o Lectures by local authors and experts on “life organization,” finances, and other popular topics
 - o Art classes by local artist Matt Bennett
 - o Sign language classes

- Cultural Programs
 - o Chinese New Year celebrations
 - o Creation of a French café to welcome in spring (April in Paris)
 - o Cinco de Mayo events
- Entertainment Programs
 - o Irish step dancers perform for St. Patrick's Day
 - o Dixieland quartet performed during Mardi Gras
 - o Lyme Village Voices sang at Christmastime
 - o Bob Gianotti performed on the guitar and woodwind instruments
 - o Bob Anderson performed on the Steinway piano in the front parlor
 - o "Talent Shows" performed by local Girl Scout troops
 - o Ongoing movie nights and film series
- Community Involvement
 - o Hosted events for local Chambers of Commerce
 - o Hosted fundraising event for St. Luke's
 - o Invited local senior groups to participate in events at the community
 - o Baked for the Troops
 - o Created the new "Bell Choir" made up entirely of residents who perform at local schools and organizations
 - o Visited a local elementary school to read to 2nd grade students
 - o Held "talent/art shows" featuring arts and crafts, writing and paintings all created by residents
 - o Hosted "tea parties with local Girl Scout troops
- Spiritual Programs
 - o Visits by local priests, nuns, pastors and others for prayer and other spiritual activities
- Wellness Programs
 - o Daily exercise classes
 - o Walking groups around the building and grounds
 - o Support groups
 - o Daily "brain games" in the Country Kitchen

Between the activities and friendships, three meals daily shared in the elegant dining room, 24-hour security, and assistance with daily living tasks (when needed), the Saybrook at Haddam has created an exceptional assisted living and retirement community. Imagine what the next 18 months will bring!

The Saybrook at Haddam, (www.thesaybrookathaddam.com) is a 72-apartment assisted living retirement community located in the heart of the Connecticut River Valley region. The community provides independent retirement living services as well as assisted living services (provided by its state-licensed Agency). Private tours are being scheduled, and applications for residence are available by calling 860-345-3779.

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