



FOR IMMEDIATE RELEASE

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Terova Senior Living Opens Enhanced Care and Memory Care Units

Mequon campus adds 18 units for senior residents living with enhanced care needs

MEQUON, Wisc. (Jul. 8, 2021) — Terova Senior Living (Terova) is pleased to announce the grand opening of its new enhanced care and memory care units, 10995 North Market Street. A special grand opening event was held on Thurs., Jul. 8 from 3:30 to 5:30 p.m., with a ribbon cutting at 3:45 p.m., live music, and hors d'oeuvres. Event guests also participated in tours of the senior living community.

Terova, an affiliate of Marcus Investments, LLC, provides industry-leading care and service to residents in a variety of stylish, independent, and assisted living settings on a beautiful, 19-acre campus. The new Enhanced Care and Memory Care units are another way Terova is serving older adults that have healthcare needs and do not want to be in a nursing home.

The new units were created by converting a 13,000 sq. ft. former skilled nursing section of Terova's building into 18 residential units. They are designed for those with memory care and enhanced care needs and include all the modern amenities one could ask for. Upgrades include custom designed spaces that encourage improvements in resident's physical health, relationship building, cognitive fitness, and emotional well-being.

Construction on the new spaces began in October 2020. The spaces are designed to integrate non-pharmaceutical strategies that help monitor and address common behaviors found in residents who are living with dementia-related illness and enhanced care needs. This includes two sensory rooms crafted specifically to calm and reduce anxiety. One sensory room uses light, color, sounds, and textures while the other room simulates a natural, woodland setting through sight, sound, and smell.

"We're excited about applying this fresh approach in a state-of-the-art healing environment that incorporates stimulation and therapy strategies," said Vice President at Marcus Investments Dan Sisel.

Whether an individual has Alzheimer's or another dementia-related disease, Terova's specially trained caregivers are committed to ensuring each resident's needs are understood and their family's expectations are exceeded.

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“At Terova, we are taking a fresh approach to how people view aging. The caregivers in our new enhanced care and memory care units are personally dedicated to maintaining residents’ dignity and respect through personalized care plans,” said Sisel.

Come late summer or early fall, there will be a complete remodel of the existing exterior garden in the Enhanced Care and Memory Care area at Terova to further improve residents’ and guests’ outdoor experience.

An affiliate of Marcus Investments LLC, a privately held family office with a legacy of leadership in the hospitality and entertainment industries, acquired the Terova Senior Living of Mequon campus in October of last year.

About Terova Senior Living: For more information about Terova Senior Living or the community’s new Enhanced Care and Memory Care units, visit terovaseniorliving.com or call 262-478-1500.

About Marcus Investments: Marcus Investments is a Midwest-based investment firm formed by the Marcus family of Milwaukee to build and grow the next generation of great companies in Wisconsin. The company focuses on long-term value creation and looks to attract like-minded institutions and individuals. For additional information, call 414.585.8870, or email Dan Sisel at dan.sisel@marcusinvestments.com.

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