

Media Contact:
Kayle Jensen
Community Relations Manager
Senior Housing Management
319-540-0611
kjensen@seniorhousingcompanies.com

COMING SOON: EDENCREST AT BEAVERDALE ASSISTED LIVING & MEMORY CARE COMMUNITY

DES MOINES, IA (June 2, 2016) – Hubbell Realty Company will soon begin construction on its third senior living community, Edencrest at Beaverdale later this month and transition the operations and management to its partner, Senior Housing Management upon completion.

Edencrest at Beaverdale Assisted Living and Memory Care community, will offer state-of-the-art amenities and a culture of independence for residents and their families. “We are thrilled to again partner with Hubbell Realty Company for our third assisted living and memory care community in the Des Moines area,” said Allison Law, Vice President of Senior Housing Management. “This building will have a large emphasis on providing a secure and warm environment for residents diagnosed with Alzheimer’s disease or dementia.”

The community will offer three restaurant-style meals daily in exquisite dining rooms, complimentary transportation to appointments and activities, a busy calendar of life enriching activities and access to an in-house spa, exercise room and beauty/barber salon, to name a few.

“Our sincere hope is that Edencrest at Beaverdale will become another signature landmark in the community,” said Allen Phillips, President and Founder of Senior Housing Management. “Many families have strong roots in the Beaverdale area and will want to stay in or return to the area during their retirement years. Edencrest at Beaverdale will provide the perfect opportunity for those individuals.”

Edencrest at Beaverdale will be the third assisted living community to be built by Hubbell Realty Company and managed by Senior Housing Management. The first building, Edencrest at Riverwoods; located at 2210 East Park Avenue in Des Moines, opened in mid-2014 and serves residents on the Southeast side of Des Moines. And the second, Edencrest at Green Meadows opened February 1st at 6750 Corporate Drive in Johnston. “We could not be more thrilled to begin this project in one of the most historic and adored neighborhoods in Des Moines,” said Rick Tollakson, President and CEO for Hubbell Realty Company. “Edencrest at Beaverdale will offer residents the great opportunity to remain in a neighborhood they love without the demands of a single-family home. We know that by 2030, 1 in 5 people will be over the age of 65, and with the increasing incidence of dementia-related illnesses, we believe this community will be a vital asset to the neighborhood.”

Edencrest at Beaverdale Assisted Living & Memory Care will be located at 3410 Beaver Avenue, Des Moines, IA. In the first phase, assisted living will be made up of 30 assisted living and 30 memory care apartments. It is estimated that the Edencrest at Beaverdale Assisted Living & Memory Care Community project will cost \$12 million, with plans to continue the Edencrest series in Ankeny and Norwalk.

For more information about Edencrest at Beaverdale Assisted Living & Memory Care, please visit www.edencrestliving.com or call 515-777-5105. This community will be professionally managed by Senior Housing Management, an innovative company providing compassionate, resident focused healthcare and management services for retirement, assisted living and memory care communities throughout the state of Iowa and Illinois. Senior Housing Management is located at 208 35th Street Dr. SE, Suite 500 Cedar Rapids, IA, 52403. For more information, call (800) 366-6716, or visit www.seniorhousingcompanies.com.