



***Bloom at St. Petersburg (1) Adds To Its Management Team; (2) Nears Completion of Its Physical Improvements; And (3) Concludes Other Initiatives Consistent With Its Strategic Plan Of Improving Residents' Lives Throughout St. Petersburg, Florida***

**St. Petersburg, Florida** (July 20, 2018) - **Bloom at St. Petersburg**, a family-owned and operated Assisted Living and Memory Care community in St. Petersburg, Florida, has added - following the recent appointments of its new Executive Director, Executive Chef and Community Relations Director - another industry veteran, Athene Grant, to its management team. Ms. Grant will serve as Bloom at St. Petersburg's Wellness Director responsible for overseeing resident health care services, in-service training of the Wellness Department, delivering care consistent with Bloom's mission and conducting assessments of residents in order to develop personalized care and service plans to help residents bloom. Inspired after the owners of Bloom experienced the challenge of finding the right home for their grandmother when she began suffering from Alzheimer's, Bloom offers a modern, lifestyle approach to healthcare that caters to the needs of each individual. Entering a Bloom community does not mean checking your lifestyle or personality at the door. For nearly 50 years, Bloom's mission has been simple yet aspirational: to help its residents flourish. Residents continue living full lives, by enjoying their favorite activities while discovering new ones, and blooming into their best selves through learning, growth and discovery.

Ms. Grant is a seasoned nursing professional with experience in Skilled Nursing, Memory Care and Assisted Living environments, as well as, expertise in all aspects of resident care, including, Alzheimer's, Parkinson's Disease, assistance with activities of daily living, stroke, cancer and hospice. She was born in South Africa and has lived in Greece, Belgium, England and Indonesia. She recently volunteered to administer immunizations in the jungles of Borneo and Papua, Indonesia for 4 months and then worked in a refugee camp in South Java as the health clinic nurse for 18 months. She received an associate's degree in x-ray technology from Groote Schuur Hospital (in Cape Town, South Africa) and attended University of Cape Town where she studied computer science and economics. She completed the Practical Nursing Program in Sarasota, Florida at the Sarasota County Technical Institute. Ms. Grant is fluent in 7 languages, including English, Afrikaans, French, Greek, Dutch, German and Bahasa Indonesia. Ms. Grant's extracurricular activities, volunteer and general interests are fascinating - she has been on medical missions to Uganda and Haiti; is a professional sculptor; sits on the research board, and is a chairperson, of Selby Gardens; volunteers at local schools and coordinates outreach with the Sarasota Ballet; volunteers for the Sarasota Youth Opera; and is a member of the Public Arts Task Force, Arts Council of Sarasota County. With her vast clinical experience, diverse background and understanding of Bloom's mission, Bloom at St. Petersburg residents will receive the very best care. Like Bloom, Ms. Grant has a passion for what she does and feels "it is a privilege to care for our residents and provide the very best personalized care, so they can flourish in our community."

This is just another step-in furtherance of Bloom's strategic and multi-month plan to become the provider of choice in St. Petersburg by helping residents flourish, learn, grow and discover their best selves during their best years. Since Bloom acquired the former Osprey Health Care Center property in November 2017, it has (1) recruited a nationally recognized management team, including a new director, chef, admissions coordinator and nurse; (2) rebranded and reprogrammed operations to be consistent with Bloom's brand and operating style; (3) incorporated Bloom's special dining, life enrichment, customer service and Memory Care programming; (4) added levels of care, as part of its Assisted Living program, so residents can continue to "age in place"; (5) received an Extended Congregate Care (ECC) license (which allows residents to age in place by providing the basic services of an Assisted Living community as well as limited nursing services and assessments; total help with bathing, dressing, grooming and toileting; measurement and recording of vital signs and weight; dietary management; supervision of residents with dementia or cognitive impairments; provide or arrange rehabilitative services; provide or arrange escort services to medical appointments; and educational programs to promote health and prevent illness) from the Florida Department of Elder Affairs; and (6) committed extensive resources to upgrade the community and enhance the lives of its residents by making the community an even better home. In this vein, Bloom is pleased to announce that it has worked efficiently and the physical improvements will be completed within the next 30 days. The outcome will be an environment that delivers aesthetics, comfort and a high level of detail while maintaining the functionality required for its use. These elements will ensure that residents feel at "home" as opposed to in a sterile environment. Bloom will be announcing an Open House shortly for our families, residents, potential families, associates, partners, colleagues and friends to see the exciting changes.