



***Family Owned Senior Living Company Adds To The Bloom At St. Petersburg Management Team Consistent With Its Plan Of Improving Residents' Lives Throughout St. Petersburg, Florida***

PRESS RELEASE FOR IMMEDIATE RELEASE

**St. Petersburg, Florida (January 17, 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 appointment of its new Executive Director - another industry veteran, Justin Mercer, to its management team. Mr. Mercer will serve as Bloom at St. Petersburg's Community Relations Director responsible for sales, marketing and helping families find placement for their loved ones. He will also oversee relationships with our local health care professionals, work closely with area professionals educating them about Bloom's innovative care and services and work as a hospital and physician liaison.

Mr. Mercer is a seasoned sales, marketing and business development professional with over a decade of experience in healthcare. He previously oversaw sales for local and national Assisted Living and Memory Care providers, as well as, oversaw business development for national hospital systems and home care companies. Mr. Mercer also worked for Berkshire Hathaway HomeService as a real estate and sales executive. He graduated from the University of Toledo with a degree in marketing and organizational development and the Bob Hogue School of Real Estate. Mr. Mercer is a member of the Florida Assisted Living Association and ALF Core Trained and Certified. Like Bloom, Mr. Mercer has a passion for what he does and feels "it is a privilege to assist residents and their loved ones during this very important and often emotional decision. I believe my success is measured in the value I brings to all involved."

This is just another step in furtherance of Bloom's 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; (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"; and (5) committed extensive resources to upgrade the community and enhance the lives of its residents by making the community an even better home.

**Press Contact**

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