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## PRESS RELEASE

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### **East Towne changes ownership, welcomes new residents**

Affinity Living Group, the largest provider of senior housing in the southeastern United States, acquired management of the assisted living East Towne on Sept. 1. East Towne provides medical and personal care for up to 120 residents in Charlotte.

“Our goal is to create a community that our residents, families, healthcare partners, and Mecklenburg County can be proud of,” said Sandra Korzeniewski, Vice President of Quality Assurance and Regulatory Compliance for Affinity.

Under the Affinity umbrella, East Towne aims to be a safe, homelike environment, providing 24/7 staff, health and personalized care, registered dietician approved meals, social and wellness programs, housekeeping, and transportation. Residents may choose furnished companion or private rooms, or bring their own furniture and décor. The building features welcoming common areas including living spaces, fireplace, activities room, and more.

Resident care is the foundation of East Towne. An Individualized Service Plan is developed for each new resident, tailored to their needs, wants and preferences. Trained staff follow the Plan to provide assistance as needed, including medication management, bathing, dressing, grooming, and related needs.

East Towne is located at 4815 North Sharon Amity Road. For more information, call 704/531-0948.

Affinity Living Group is the nation's 10<sup>th</sup> largest assisted living provider, the 7<sup>th</sup> largest Alzheimer's and memory care provider, and the largest senior housing provider in the southeastern United States. Affinity is committed to its mission of providing the “best life” to all they serve. For more information, visit the website at [www.affinitylivinggroup.com](http://www.affinitylivinggroup.com). ###

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