Discover the Watermark Difference



ASSISTED LIVING TWO LEVELS OF MEMORY CARE

REDEFINING SENIOR LIVING

More than 30 years of experience has taught us that today's seniors want more choices and a more active lifestyle, different than generations before. That's why we opened East Village Place, a community with those two criteria at the foundation.

Our community is based on a culture of choice, offering a variety of programs to engage every individual to stay active. From apartment choices and individualized wellness programs, to events and outings, classes and more, you'll find that the choices are endless.

WE'RE NOT WHAT YOU'D EXPECT, AND THAT'S A PROMISE.





On-site Assisted Living and Two Levels of Memory Care Three chef-prepared meals daily Transportation services available Complete apartment maintenance services State-of-the-art wireless resident call system Wellness programs customized for you Individualized service plans Caring, trained associates available 24 hours per day Move-in coordination service Two beautifully landscaped courtyards Elegant dining room The Coffee Coop The Newport Pub Welcoming lobby with grand piano Full-service beauty salon and barber shop

Well-stocked library

Laundry rooms



WATERMARK UNIVERSITY CLASSES

Stimulating the mind and strengthening the body has enormous benefits at any age. That's why, as part of Watermark Retirement Communities[®], we created Watermark University. You'll have unlimited access to all of our mind and body fitness classes, which are just steps from your door. Our ever-changing calendar of classes feature Yoga, Creative Cuisine, The Artist Within and dozens more, so you can learn (or teach) something new every day. These classes aren't just for residents. Call to enroll in a class today.

CREATE A LIFESTYLE THAT SUITS YOUR PREFERENCES.



Nutrition Jewelry Making Light Movement Class Creative Writing Connecting Through Music Pottery Tai Chi Creative Cuisine





AN OPTION FOR EVERY APPETITE

Dining at East Village Place might surprise you. Do you expect your meals to be prepared by skilled chefs and served by friendly associates who give special attention to the details? How about having access to cooking demonstrations? This isn't a dining room in a retirement community, this is an evening spent at one of your favorite restaurants. Whether you prefer fine dining or quick and casual, the choice is yours. Also, if you or your loved one faces cognitive or neuromuscular challenges, explore our signature Gourmet Bites dining program and enjoy your favorite foods without assistance, utensils or distractions.

AT EAST VILLAGE PLACE, CHOICE IS ALWAYS ON THE MENU.





SAMPLE MENU:

Entrées:

Baked Cod with Tomato Leek Sauce, Roasted Red Potatoes and Butternut Squash

Braised Chicken with Sage Cornbread Coating, Stuffing and Turnips

Steak Tips au Poivre, Garlic Mashed Potatoes and Green Beans Almondine

Baked Scrod Bella Vista, Mashed Sweet Potatoes and Harvard Beets

Dessert:

Homemade Bread Pudding with Carmel Drizzle

Blueberry Cobbler à la Mode

Strawberry Trifle



ASSISTED LIVING WITH A DIFFERENCE

Forget cookie-cutter apartments, monotonous call bells, stereotypical activities, tedious intercoms or associates in scrubs pushing medication carts. Instead, discover a world of choices, friendly faces and wellness. Our assisted living community is easy to navigate, maintaining an intimate neighborhood feel. Residents can expect a space with soft, natural light, high-end finishes and a variety of floor plans. Let the days unfold with a dynamic calendar of programs, dining with friends, interesting classes and personal pursuits. You'll have access to top-notch care tailored to your needs, on your schedule – not ours – so the care you want never interrupts the day's plans. Find yourself among a number of community members who have been with us since our doors opened in 1999. Here, you're a part of our family.

OUR UNIQUE APPROACH INTEGRATES MIND AND BODY WELLNESS INTO DAILY LIFE.





Apartments with high ceilings and large windows Courtyard views Three chef-prepared meals daily Watermark University classes State-of-the-art wireless resident call system Housekeeping services Senior wellness programs



TWO LEVELS OF MEMORY CARE

What sets both of our Memory Care neighborhoods apart is our associates. These specially trained and certified associates are called *Nayas*. Originating from the ancient language of Sanskrit, Naya means a guide, person of wisdom and a leader who is engaged in the present moment. We partner with the National Council of Dementia Practitioners to train our Nayas.

Nayas communicate through validation rather than correction to show understanding and support. We know that behaviors are a response to an unmet need. With this empathy-based approach, we cultivate a positive sense of well-being and connection. Residents are welcome to assist Nayas with cooking, cleaning and serving home-style meals, or anything else that fulfills their sense of purpose.

We understand that everyone's memory care journey is unique. For this reason, we offer two levels of memory care, both in safe and secure neighborhoods: Our Place and Pathways. All memory care residents have access to our specially designed signature programs, including Expressive Arts, Watermark University, Life Histories, Physical Wellness and Extraordinary Outings. We've designed these programs to help memory care individuals make positive connections with themselves, each other, families and associates.

OUR PLACE

Ideal for seniors who are just beginning to experience issues related to memory loss. Our Place is a tight-knit and secure residential neighborhood. With our customized care plans, you only pay for the care you need.

PATHWAYS

Our traditional memory care neighborhood offers a safe, secure environment with a higher level of memory care services.

WE CHALLENGE TRADITIONAL ASSUMPTIONS ABOUT WHAT'S POSSIBLE.





Customized wellness plans

Beautiful and secure memory courtyard

Expert associates available 24 hours per day

Watermark University classes designed for residents with memory care needs

Three nutritious, well-balanced meals each day

Pantry Program to store each resident's favorite foods

Healthy and delicious snacks available at all times

Small, friendly, neighborhood setting



AMENITIES AND SERVICES THAT MAKE LIFE GREAT

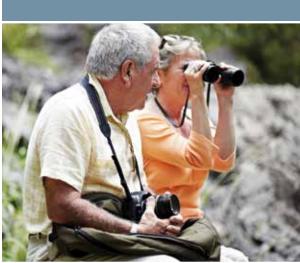
East Village Place is the unparalleled choice for Assisted Living and Memory Care in East Longmeadow, MA.

Having such a variety of amenities and services at your disposal allows you to relax and spend free time how you like. Take a stroll, have a friendly chat or simply watch the birds in our private courtyards. Maybe you'd enjoy catching up with friends at The Newport Pub to watch the big game. Or maybe you'd like to pair your afternoon tea with a good book pulled from our quaint library.

For appointments, outings and errands, let us do the driving. We offer personal transportation to and from shops, appointments and social or cultural outings.

AFTER YOU CHOOSE EAST VILLAGE PLACE, YOU'LL WISH YOU HAD SOONER.





Elegant dining room with private dining available Coffee Shop "The Coffee Coop" Newport Pub

Lobby with grand piano

Outdoor courtyards

Full-service beauty salon and barber shop

Laundry rooms

Well-stocked library

Paved walking path

On-site physical and occupational therapy

Daily transportation services



Watermark creates extraordinary communities where people thrive. We believe aging is about renewal rather than retirement. Watermark communities are known for highly trained and caring associates, a lifestyle built on choice, fine amenities, integrative wellness and innovative programs including the award-winning Watermark University featuring a wide variety of engaging classes for residents and area seniors.

Watermark has been named in the top 25 Best Workplaces for Aging Services in a national program conducted by the Great Place to Work Institute and published on Fortune.com. A privately held company with a reputation for more than 30 years for service, innovation, integrity and financial stability, Watermark manages more than 65 retirement communities coast to coast. Based in Tucson, Arizona, Watermark is ranked as the nation's ninth-leading senior housing operator by the American Seniors Housing Association.

VISIT WATERMARKCOMMUNITIES.COM FOR MORE INFORMATION.











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