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CONTACT: Michelle Metzger
214-682-7559
mmetzger@cumuluscoms.com

Patty Sullivan
214-841-2834
psullivan@ccyoung.org

LeadingAge Texas Excellence in Innovation Awarded to The Point at CC Young
Honor reinforces commitment to be a hub for the Dallas community beyond the campus

DALLAS – (March. 26, 2024) – LeadingAge Texas has awarded the **Excellence in Innovation** recognition to The Point at CC Young Senior Living. The LeadingAge Texas annual awards honor those who have made a commitment to the field of aging services, embody excellence in leadership and advocacy. Recipients of the award are making outstanding contributions to their organization, communities and the lives of those they serve.

“We talk about the importance of senior living communities being active participants in their local communities, and CC Young is a great example of engaging with and opening its campus to the Dallas community at large,” said LeadingAge Texas President and CEO George Linial. “CC Young Senior Living built The Point, a 20,000 square foot non-residential building, dedicated to being the central point of activity on campus. Anyone age 55 and better is invited and welcomed to participate in robust programming in arts, education and wellness – whether they live at CC Young or not. This fosters the kind of community we encourage our members to create.”

Through Point Membership, non-residents can participate in everything CC Young residents experience including a comprehensive wellness schedule featuring fitness classes, Parkinson's-specific programs, lifelong learning opportunities through UNT OLLI (Osher Lifelong Learning), and technology education. Point members also are eligible to experience aquatics programs in The Vista. The inclusionary approach fosters intergenerational connections through all activities and the “Game Zone” to build a richer, more diverse community where older adults are not isolated but are active and thriving participants.

“We fully believe that every life and age we touch should be valued and enriched. The Point was created with a visionary and innovative approach to serving adults living on and off campus,” said CC Young President and CEO Russell Crews. “The Point and Pavilion are instrumental in executing CC Young’s

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vision to enhance the quality of life to all we serve – residents, families, employees, vendors and the community at large. The Point has become a beacon for seniors helping us change the paradigm of aging and wellness for older adults, and this honor from LeadingAge Texas reinforces our commitment to be a hub for the Dallas community.”

All award recipients will be honored at Kalahari Resorts Texas at the 2024 Annual Conference & Solutions EXPO May 20-22. For more information, visit www.leadingagetexas.org/conference.

About LeadingAge Texas

LeadingAge Texas is a trade association representing the full continuum of mission-driven, not-for-profit aging services providers in Texas by rendering up-to-date information, advocacy, education, representation, group services and networking to aging services professionals to fulfill our promise: Inspire. Serve. Advocate. LeadingAge Texas was established in 1959 as a Texas not-for-profit corporation. Its purpose is to provide leadership, advocacy and education for not-for-profit retirement housing and nursing home communities that serve the needs of aging Texans. Visit www.leadingagetexas.org for more information.

About CC Young Senior Living

For more than 100 years, CC Young has been serving senior adults. The community is nestled in the heart of East Dallas on a lush 20-acre campus across from White Rock Lake. CC Young is a forward-thinking, nonprofit Continuing Care Retirement Community with a long history of excellence. Known for stellar services, CC Young holds a 5-Star overall Quality Rating from the Centers of Medicare Services in skilled nursing care, home health and hospice. CC Young provides opportunities for Independent Living, Assisted Living, Memory Support, Long-Term Care, Respite Care, Short-Term Rehabilitation, Aquatics and Outpatient Therapy and Hospice General Inpatient services. The Community Services Program offers Home Healthcare, Hospice and Palliative Care, as well as Private Duty Care on- and off-campus. Its services are licensed in 13 counties throughout North Texas. The Vista's opening in 2020 launched a new era of healthcare for residents and surrounding community members. Coming later, The Terraces will be the newest Independent Living residence featuring views of White Rock Lake. In addition, The Point & Pavilion, located in the heart of the campus, offers creative, educational, recreational, fitness and spiritual opportunities for residents and the public. To schedule a tour or learn more, call 214-258-4000 or visit ccyoung.org.

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