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CC Young hosts “Senior Living 101” event to educate older adults and families to successfully navigate retirement living options and levels of living

DALLAS (May 12, 2025) With so many senior living choices available today, understanding the variety of options, which is right, what level of care is needed now and in the future, and when to make a move, can be overwhelming. According to Ziegler’s senior living research, the number of communities and care models available to today’s older adults continues to grow, creating increased complexity in how families compare services, pricing structures, and long-term planning options. To educate adults about the myriads of considerations – financial, lifestyle, and medical – [CC Young Senior Living](#), a leading non-profit Continuing Care Retirement Community (CCRC), is presenting [Senior Living 101](#), a free and informative session designed to demystify the decision-making process around retirement living, answer key questions, and empower individuals to make confident, well-informed choices about their future. The event will take place on Wednesday, May 14, 2025, from 3 – 4:30 p.m. at The Point Auditorium on the CC Young campus, located at 4847 West Lawther Drive, Dallas, TX 75214. Seating is limited, and RSVPs are requested by May 10, by calling 214.492.5729 or visiting the [CC Young website](#).

Led by Russell Crews, president and CEO of CC Young, and [Mindy Cheek](#), senior vice president, [Greystone Communities](#), this engaging session will offer clear, practical guidance for those considering a move to senior living. Attendees will walk away with a clearer understanding of what to expect, what questions to ask, and how to navigate the journey with confidence. Topics will include:

- How a retirement community can enhance your lifestyle and well-being
- Understanding the differences between contract types and care levels
- Key questions to ask yourself and potential communities
- Distinctions between non-profit and for-profit communities
- Timing considerations and how to know when you’re ready to move

“As life expectancy increases, we often see people putting off planning for their futures, they think they have plenty of time. Then BOOM! something happens. They are ready to move into a community and there is no



availability, and they are put on a waitlist. Or, in the case of assisted living, something unexpected happens, and the need is immediate, and they don't know where to begin. In both situations, they realize how quickly the need for senior living can arise—and how unprepared they and their families are,” says Crews. “With nearly 70% of adults over 65 expected to need some form of long-term care, planning ahead is more important than ever. During this session, we will present the top reasons people fail to plan, explain the range of options, and offer clear, practical tips for having necessary conversations and navigating the process to make confident, informed decisions that are aligned with their goals and financial realities.”

Crews joined CC Young as chief financial officer in 2008 and became president and CEO in 2013. Under his leadership, the organization has raised more than \$180 million in capital for significant campus expansions including The Overlook and The Vista. A Certified Aging Services Professional, Crews also serves on the board of LeadingAge Texas and has held leadership roles across a range of nonprofit and corporate boards. Cheek, a seasoned leader in senior living sales and marketing, co-leads the sales team at Greystone Communities and brings deep industry insight to the conversation. She is a frequent speaker at national aging conferences and has led marketing strategies for communities across the country.


While in attendance, guests will enjoy light refreshments and have the opportunity to engage in group discussions and one-on-one conversations with CC Young staff.

As part of its broader mission, CC Young is committed to walking alongside older adults and their families with clarity, compassion, and trusted guidance. With a focus on transparency and support for aging in place, the organization helps individuals take informed, proactive steps toward a secure and meaningful future. For members of the media who are interested in attending or learning more about the event or connecting with a representative of CC Young, please contact Alyssa Ceballos at aceballos@thepointgroup.com or (214) 378-7970.

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ABOUT CC YOUNG

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 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, and Private 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. Additionally, 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 469-947-7498 or visit ccyoung.org.