



The WILLOWS
PREMIER RETIREMENT COMMUNITIES
FOR ACTIVE ADULTS



FOR IMMEDIATE RELEASE

September 15, 2010

For more information, contact:

Brandi Towns, SALMON Health and Retirement
913-754-2384, btowns@SALMONHealthAndRetirement.com

ONE YEAR LATER, LIFE AT THE WILLOWS

Residents Explore New Hobbies, Continue Lifelong Pursuits

WORCESTER, Mass.: Worcester residents Linda Granger, Harold Gurwitz and Minerva Laborde all share something in common. They were among the first to move to The Willows at Worcester, SALMON Health and Retirement's newest community for adults age 55 and better, when the community officially opened last September. One year later, they all have discovered there's no better time than now to explore new interests, while continuing to pursue their favorite pastimes.

Massachusetts native Linda Granger moved from her four-bedroom home in Paxton, with its huge yard and all the home maintenance that comes with it, to a corner apartment at The Willows that overlooks all of Worcester. After moving to her new home, she continues to regularly get together with the "bowling and golf girls" for league competition. In addition, she's picked up some new interests at the community.

"I thought that when I retired I was going to lead a quieter life," said Granger. "That's just not so. I'm busier than ever — between trying to keep up with programs and goings-on at The Willows, and continuing my favorite pastimes. I don't have much, if any, down time. But I don't have any complaints!"

"I began taking a beading class, making original necklaces out of glass beads, which I thoroughly enjoy. I also frequently attend the community's classical music programs and lectures on topics such as photography and continuing education," said Granger.

An avid traveler, Granger recently returned from a trip to Nova Scotia; she also occasionally visits the Cape and attends concerts in Boston with friends.

-more-

Long-time Worcester resident Harold Gurwitz's recent move to the maintenance-free community has also allowed him to resume favorite pursuits he didn't have as much time for in the past.

"My specialty is Jewish music, old-time songs from when the immigrants came over 100 years ago. I also play a lot of the old standards, and once in a while, a classical piece. I'm definitely not a professional player. In fact, 95 percent of it is for my own amusement."

At the same time, Gurwitz is discovering new interests during his retirement. "I've never played billiards in my life, and someone here recently showed me how to play. I don't have any great talent, but it sure is fun," said Gurwitz. "There are a variety of programs to choose from at The Willows, and I'm finding many new things to do and try each day."

Minerva Laborde is also engaging in a plethora of new pursuits she never dreamed of trying, as well as expanding her social network with dozens of brand-new friends, because of her move to The Willows.

"I had never swum in my entire life, but I always wanted to learn how to swim," said Laborde. She took the plunge in The Willows' brand-new swimming pool, and now participates in aqua aerobics two to three times a week, to keep healthy and fit.

In addition, Laborde is learning how to play golf, using the community's Full Swing Golf Simulator, and is taking weekly instruction classes. She also meets with her very own personal trainer in the fitness center three times a week to do yoga and strength training.

According to Laborde, after picking up Wii™ Bowl at the community, she's now addicted and practically bowls all spares and strikes. She hopes to bring a league to the community this year.

"Linda, Harold and Minerva are just a few examples of the vibrant adults who live at The Willows," said Andrew Freilich, Executive Director for The Willows. "Living at The Willows encourages residents to pursue their interests and continue lifelong pursuits. Our staff commonly hears from residents that they're busier now than they've ever been. In fact, many residents say they wish they had moved in sooner, so they could enjoy all the programs and amenities the community has to offer — a lot earlier."

The public is invited to celebrate The Willows' one-year anniversary and experience the community's lifestyle during an Open House from 10 a.m. to 2 p.m. on Saturday, September 25, and Sunday, September 26. For more information, call (508) 755-0088.

-more-

The Willows at Worcester, located on a 21-acre campus at 101 Barry Road, near Salisbury Street, is a community for people 55 or better, and offers private independent living apartment homes and cottages, with a variety of customization choices so residents' homes can reflect their personal style and taste. For more information about The Willows at Worcester, visit www.TheWillowsAtWorcester.com. The Willows is part of SALMON Health and Retirement, a third-generation, family-owned-and-operated organization, which has earned the trust and confidence of families across New England since 1952.

###