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OUT-OF-STATERS SEEK THE WILLOWS

Family Ties Draw Growing Number of Older Adults Nationwide to Worcester

WORCESTER, Mass.: SALMON Health and Retirement confirms the trend that's luring people many miles away to its newest community for people 55 and better in Worcester: since opening in September 2009, several out-of-staters have packed up and moved from their homes across the country to The Willows at Worcester to be closer to their families.

Andrew Freilich, executive director for The Willows, says a number of residents have moved from outside of Massachusetts, and others have relocated from Martha's Vineyard and the Cape to be near their children. According to *Growing Older in America: The Health & Retirement Study* by the National Institute on Aging, more than half of older adults nationwide live within 10 miles of at least one of their children.

"Family is important and rates above everything else. It's the number one reason we moved to The Willows," said Jean Sidlo, who recently moved with her husband Sid to be closer to five of their six children and 14 grandchildren, who all live within a few miles of their new home. "Sure, we left many friends in North Carolina, and we could have chosen a community there. But having family close by was the determining factor for us."

Jean was born and raised in Worcester, but she and Sid have lived throughout the country, including California, New York and most recently North Carolina. "Two of our children toured The Willows before we did, and they were lobbying for us to move to Worcester," said Jean. "Being near our family was paramount, but also very important was living near reputable care, should my husband or I ever need it. And the solid reputation of the Salmon family was a huge plus."

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Since moving, the Sidlos enjoy seeing their children and grandchildren at least four times a week. “We’ve been able to watch one of our grandsons play soccer. Living out of state, we had missed all his previous games. Soccer means a lot to him, and it was very nice to finally be able to watch him play. We love being back in Worcester.”

Like the Sidlos, Bettie Wilson moved to Worcester after living in North Carolina for 23 years. “After my husband passed away, I wanted to live closer to my daughters,” said Wilson. “We get together quite often to go shopping and attend events in Worcester. It’s always a good time!” said Wilson.

Elizabeth Hogan relocated from Connecticut to Worcester. “My daughter lives in Worcester and watched as The Willows was being built. She kept telling me about it, urging me to come take a look at it. In the meantime, I had sold my house in Connecticut and was searching for a new area to live, so I decided to make my move to The Willows at Worcester,” said Hogan.

According to Freilich, The Willows sales team has fielded numerous calls from people living out-of-state. “Our residents have moved from New Jersey, Texas and New Hampshire, to name just a few states,” said Freilich. “It’s definitely a trend we’re seeing more and more, but it doesn’t come as much of a surprise to me. That’s because Worcester is a wonderful place to raise a family — *and* to retire.”

The Willows at Worcester, located on a 21-acre campus at 101 Barry Road, near Salisbury Street, 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, call (508) 755-0088 or 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.

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