



EAST VILLAGE PLACE

 A WATERMARK COMMUNITY

EXTRAORDINARY MEMORY CARE

50 Benton Drive • East Longmeadow, MA 01028 • 1-413-754-4916 • www.watermarkcommunities.com

ASSISTED LIVING • TWO LEVELS OF MEMORY CARE





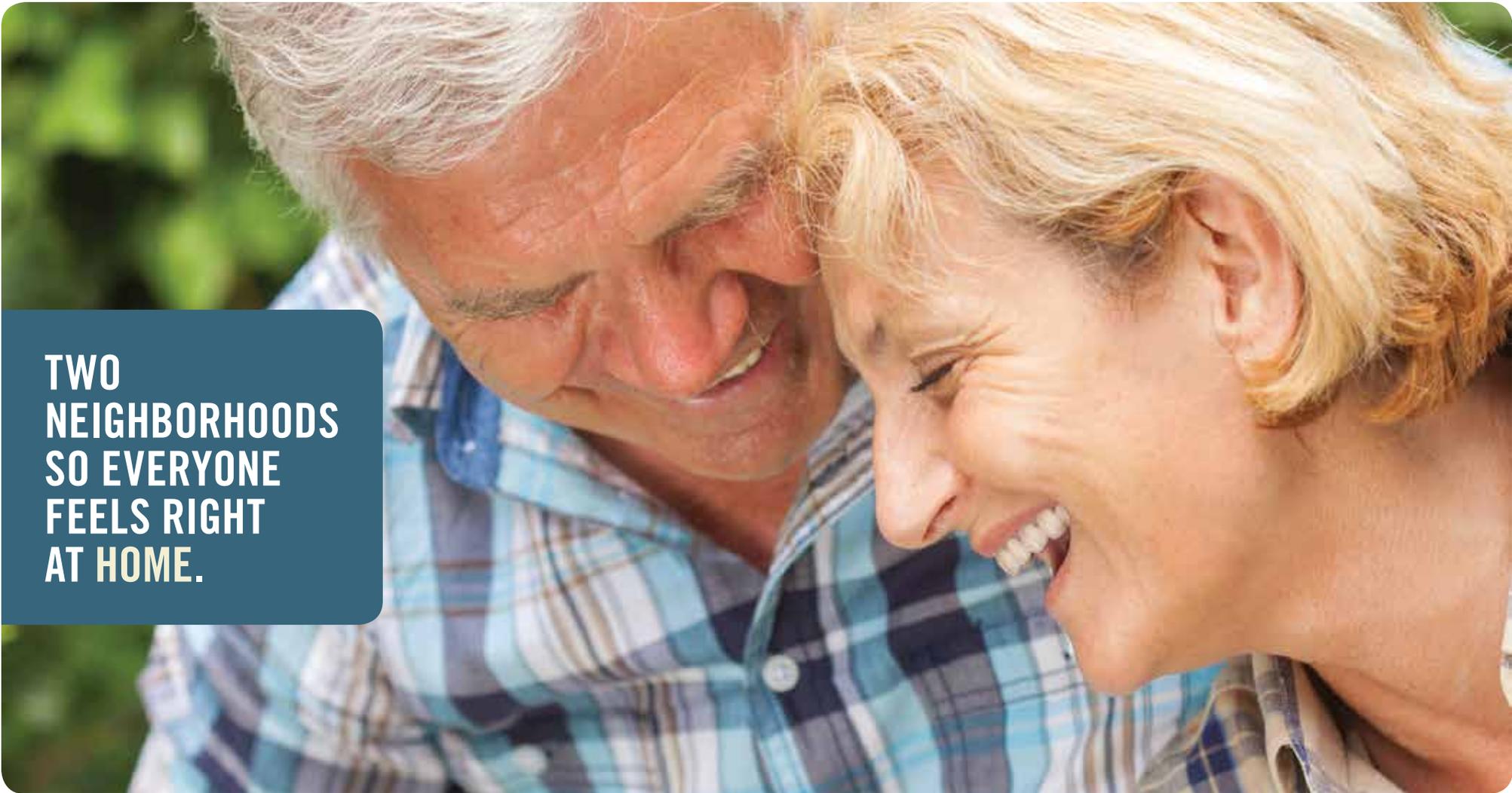
**CREATING EXTRAORDINARY
COMMUNITIES WHERE PEOPLE THRIVE.**

OUR VISION

Watermark's Thrive Memory Care program is based on more than 25 years of experience delivering outstanding care and innovative programming in an encouraging, residential environment. Every resident brings a unique life experience to our community and we incorporate their personal background, preferences and needs into the daily fabric of our program. We challenge traditional assumptions about what is possible and we always focus on what residents *can* do, never what they cannot.

THRIVE MEMORY CARE:

Nurturing Environment
Our Place
Pathways
Dining for the Soul
Thrive Programming
Specialized Training and Certification
Extraordinary Outings



**TWO
NEIGHBORHOODS
SO EVERYONE
FEELS RIGHT
AT HOME.**

OUR PLACE

This exciting alternative is ideal for seniors who are just beginning to experience issues related to memory loss. Our Place is a friendly, residential neighborhood offering greater independence and access to all areas of East Village Place in a small neighborhood setting. Best of all, tiered pricing ensures that you pay only for the level of care you need, based on a care plan individually tailored to you.



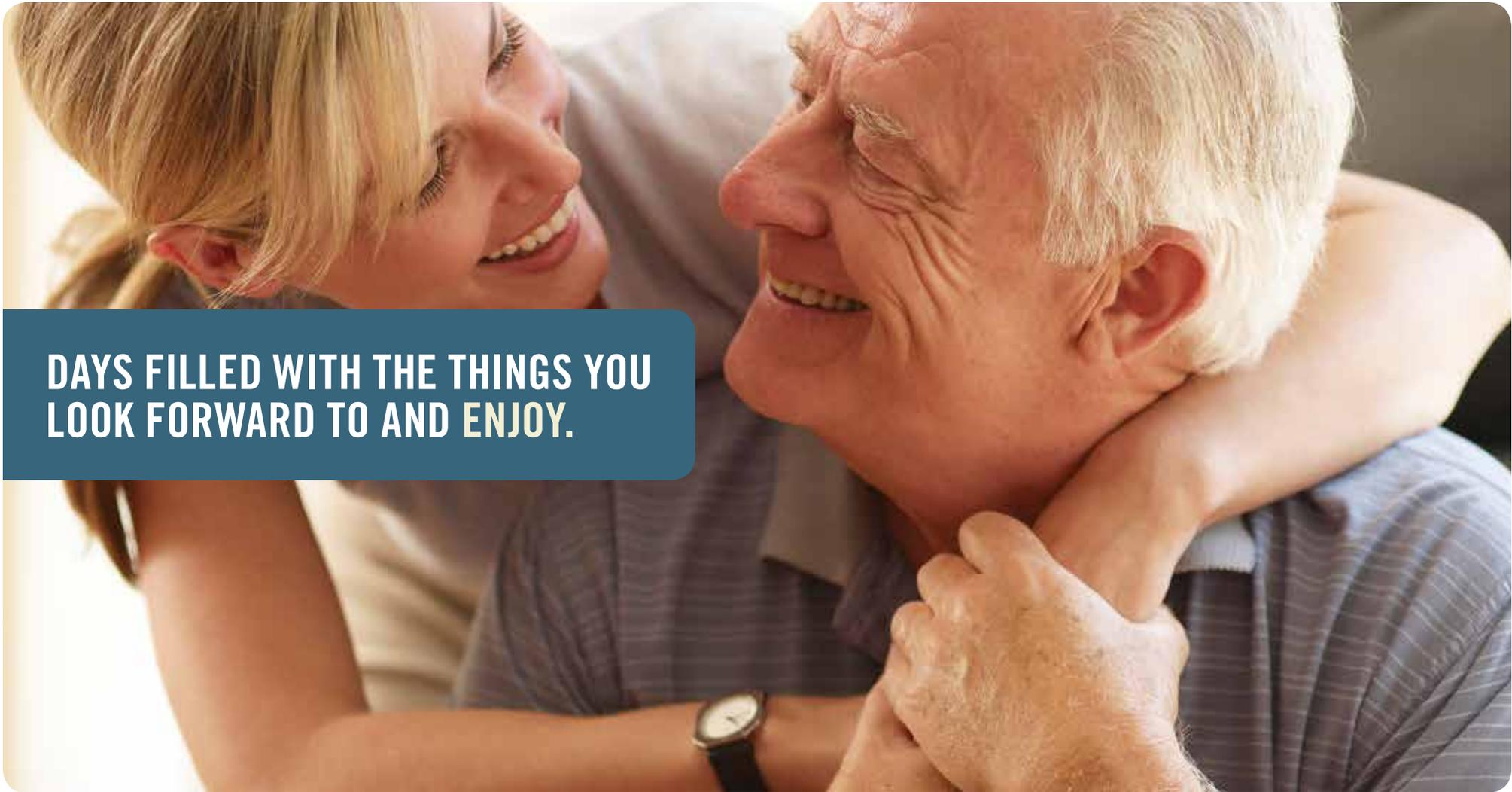


**OUR TRADITIONAL
MEMORY CARE
NEIGHBORHOOD
OFFERS
UNSURPASSED
PEACE OF MIND.**

PATHWAYS

Pathways offers a safe, secure environment with a higher level of memory care services. Choice and customized care are the order of the day. We have a long track record of delivering on our promises and a solid management team that has worked together for many, many years. You can count on us because we can count on each other. Beyond our experience, we have specialized training, including Certified Dementia Practitioners, to back up our award-winning service.





**DAYS FILLED WITH THE THINGS YOU
LOOK FORWARD TO AND ENJOY.**

NURTURING ENVIRONMENT

We create “like home” memory care neighborhoods that are comfortable and familiar. Our residents are surrounded by wonderful aromas from delicious meals, music, laughter, family members, fresh flowers, natural light, children, pets, the changing of the seasons and reminders of things to look forward to today, tomorrow and beyond. We fill the days with favorite pastimes and make sure to create plenty of meaningful moments.



A close-up photograph of a white ceramic mug filled with tea, sitting on a light-colored wooden tray. Next to the mug are several scones and cookies, including a stack of three round scones and a larger, round scone with a white glaze. The background is softly blurred, showing a textured surface.

FAVORITE FOODS WITH GOOD FRIENDS

DINING FOR THE SOUL

Here, dining goes far beyond nutritious and delicious. Meals are a time to gather, connect and enjoy the simple pleasures of life. Old favorites and interesting new delights are always on the menu. Our individual Pantry Program provides residents with personal space to store favorite items such as tea and scones, mint Milano cookies, tomato bisque and saltines... Whatever flavors provide comfort and joy, we make sure they're always close at hand.





GROW AND CONNECT IN MEANINGFUL WAYS

THRIVE PROGRAMMING

EXPRESSIVE ARTS: We use music, art and movement to tap into all forms of creativity for an alternative form of communication beyond words.

PHYSICAL WELLNESS: From traditional fitness classes, to innovative offerings such as *Stretch and Balance*, *Yoga*, *Zumba*, *Belly Dancing* and *Happy Healthy You*. Our physical fitness programs are tailored to residents' abilities, preferences and needs.

LIFE HISTORIES: Using past occupations, preferred hobbies and treasured talents, we create opportunities for meaningful connections, plus a feeling of true accomplishment, purpose and joy.

WATERMARK UNIVERSITY: Residents, associates, family members and local experts share their interests to ensure we always have opportunities to learn, grow and connect with each other in meaningful ways. We feature dozens of classes and examples include *Plant Connections*, *Craft Creations*, *Memory Magic*, *Hollywood's Golden Years*, *Memories in the Making Art Class*, and *Sweet Memories Chorus* – to name a few.



GUIDANCE, CARE AND CONNECTIONS

MEET THE NAYAS

Here, the art of caregiving goes beyond the traditional title, so we call our caregivers “Nayas,” a word originating from the ancient language of Sanskrit. A Naya is a guide, person of wisdom and a leader who is engaged in the present moment. Specially trained and certified Nayas communicate through validation rather than correction to show understanding and support. We know that behaviors are a response to an unmet need. From this thoughtful foundation, we cultivate a sense of well-being and connection.

We partnered with the National Council of Dementia Practitioners to train our Nayas how to incorporate residents in the rhythms of daily living. Together, they work side-by-side cooking, cleaning, preparing and serving home style meals, and anything else that evokes a sense of purpose.



EXPERIENCES THAT MAKE A DIFFERENCE

EXTRAORDINARY OUTINGS

Our group trips shatter the expectations of what's possible. Our residents, associates, families and volunteers work together to plan safe, adapted outings to ensure our residents thrive. Recent examples from Watermark communities coast to coast include fishing trips, equine therapy, a trip to Rockefeller Center and Radio City Music Hall for Christmas Spectacular, Essex Steam Train and Riverboat Ride along the Connecticut River, overnight beach trip to Rockport, MA and bus trip to see Cirque du Soleil at Hartford Theatre.



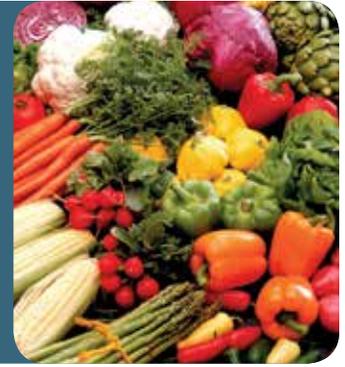
FIND YOUR RHYTHM
AT SOUNDS OF
MUSIC THERAPY



GET CREATIVE
IN CRAFTY
CREATIONS



TIME TO PLANT THE
TOMATOES IN THE
RAISED GARDENS



DISCOVER YOUR
INNER ARTIST
IN YOU'RE AN
ARTIST CLASS



SAMPLE DELIGHTS
AT A COOKING
DEMONSTRATION



STROLL AMONG THE
SNAP DRAGONS



TRY SOMEPLACE
NEW AT MONTHLY
LUNCHES OUT



REMINISCE WITH
OLDE TIME RADIO



SNAP IN THE FINAL
PIECE OF A PUZZLE



GET THE
SYNAPSES FIRING
WITH BRAIN
FITNESS FUN



JOIN FRIENDS
IN THE FITNESS
CENTER FOR
A CLASS



POPCORN MATINEE
FEATURING
CASABLANCA

