



Contact: Lisa Clause, MBA  
*Sr. Director of Marketing & Philanthropy*  
Phone: 540.444.4714  
lclause@richfieldliving.com  
[www.RichfieldLiving.com](http://www.RichfieldLiving.com)

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## Press Release

### *Richfield Living Celebrates Town Center Ribbon Cutting at the Salem Campus*

**SALEM, VA (May 18, 2021)** – Richfield Living, a local leader in senior living and rehabilitation, celebrates the ribbon cutting and grand opening of the Town Center on the Salem campus at 10am in front of the new Town Center, 3730 Richfield Lane, Salem. We will follow public COVID protocol which will limit the number of guests, but we welcome you to cover and interview our leaders of Richfield Living and from the community who will be in attendance.

Cherie Grisso, Richfield Living CEO, remarks. "The growth of new independent living represents our commitment to expand affordable housing alternatives for seniors seeking a life-enriching community." Grisso also states that, "Our success in our *Vision 2020: Project HOME* capital campaign raising over \$1.25 million further exemplifies our donors' belief in and commitment to the Richfield Living vision. Richfield is blessed with amazing financial support and leadership from our Board of Directors, former and current residents and community partners."

As the centerpiece of the Salem Richfield Living campus, the Town Center features several dining venues: The Anser Café, The Quill and Roost 52, the Chapel & Community Room, the Wellness Studio and BellaVue Salon. Outside dining overlooks the scenic lower lake and the 52 acres comprising the campus. The Villas with 28 apartments and Lake Retreat with 48 apartments has opened and is now home to many independently living seniors. Community engagement is the opportunity for residents to socialize, join clubs, and exercise many wellness options. Richfield even has their own app to keep up with all the activities.

Jill Loope, Roanoke County Director of Economic Development, remarks, "The growth and transformation of the Richfield campus is exciting news for Roanoke County. High quality independent living in a superior setting enhances the County's quality of life and adds to the diversity of services available in our community. We are grateful for Richfield's leadership and vision to expand and modernize their campus with the new Town Center development."

### **About the Richfield Living Community**

Richfield is a not-for-profit community offering a full continuum of senior living services. Located in the Roanoke and Salem communities, Richfield is home to over 600 residents and provides employment to more than 500 employees. From its initial start as a public health center in 1934, Richfield has grown into a leader in retirement living, assisted living, rehabilitation and nursing care.

To learn more, please visit [www.richfieldliving.com](http://www.richfieldliving.com).