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Press Release

Richfield Living Celebrates A Ribbon Cutting at The Health Center-Salem Campus

SALEM, VA (June 24, 2021) – Richfield Living, a leader in senior living and rehabilitation, celebrates the ribbon cutting of The Health Center-Salem Campus at 10am at the new Health Center, 3719 Knollridge Road, Salem. We will follow public COVID protocol which will limit the number of guests, but we welcome you to interview our leaders of Richfield Living and from the community who will be in attendance.

Cherie Grisso, Richfield Living CEO, remarks, "We are so proud to achieve a major objective of our Vision 2020 Strategic Plan in opening The Health Center – Salem Campus which provides a significant shift in the environment of long-term health care. The new Health Center offers a unique home-like setting and every resident enjoys a private bedroom. Changing from the former institutional care to a residential care setting is paramount in Richfield transition to person-centered living in which every long-term resident is dignified with privacy and more choice in their daily living routines. It is amazing to see the impact already on the quality of life for long-term care residents!"

Jill Loope, Roanoke County Director of Economic Development, remarks, "It's exciting to be a part of the ongoing growth and transformation of the Richfield campus in Roanoke County. The addition of the new Health Center to Richfield's campus blends high quality independent living with desired rehabilitation services while maintaining residents' freedom of choice. Richfield's leadership continues to demonstrate vision and care with the modern growth plans that they are bringing to life in Roanoke."

About the Richfield Living Community. Richfield is a not-for-profit community offering a full continuum of senior living services. Located in Southwest Virginia, Richfield is home to approximately 700 residents and provides employment to over 500 employees at both our Salem and Roanoke campuses. 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.