



GRACE MGMT INC.
A CPF LIVING COMPANY

NEWS RELEASE

Date: Wednesday, September 7, 2022

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FOR IMMEDIATE RELEASE

Grace Management, Inc. Communities Celebrates Inaugural Grace Hospitality Week

Maple Grove, MN – September 7, 2022 — Grace Management, Inc. communities celebrated the Inaugural Grace Hospitality Week this past week from August 29th through September 2nd. This event was designed to spotlight our four *Graceful* Service Standards as well as to celebrate our dedicated associates. The *Graceful* Service Standards are part of The *Graceful* Experience™, the benchmark for hospitality and culture across all Grace Management, Inc. communities. The *Graceful* Experience™ empowers and motivates all associates to provide exceptional hospitality and senior living experiences for each unique resident.

Similar to a spirit week event at a school, the Grace Hospitality Week was a weeklong celebration driven by the Director of Hospitality and Engagement and established Hospitality Champions from each community. Each day consisted of celebrating a different standard from the four *Graceful* Service Standards which include: Have Compassion and Respect for All; Greet and Welcome Everyone with a Smile; Actively Listen to and Engage with Residents and Associates, and Project a Professional, Positive Image.

“We were thrilled to successfully launch The Grace Hospitality Week and to honor our amazing associates!” said Sarah Moriyama, National Director of Hospitality and Engagement, Grace Management, Inc. “The energy and excitement were palpable all week. We look forward to celebrating Hospitality Week as an annual tradition at all Grace Management, Inc. communities!”

About Grace Management, Inc.

Grace Management, Inc. (GMI) was established in 1984 to develop, market, and manage residential communities for seniors. GMI combines sound fiscal and operational management, adherence to ethical standards, and dedication to the long-term satisfaction and quality of life of all residents and associates. Grace Management, Inc. is a subsidiary of CPF Living Communities and is ranked in

ASHA's 50 largest seniors housing owners. For more information, please visit: www.GraceManagement.com.

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Grace Management, Inc. communities celebrated the inaugural Grace Hospitality Week this past week from August 29th through September 2nd. This event was designed to spotlight our four *Graceful Service Standards* and continue to promote the importance of a culture of hospitality at each Grace Management, Inc. community.



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