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Life Happens Here

HERMITAGE

NORTHERN VIRGINIA

PINNACLE LIVING

Richmond, Va. – (June 19, 2017) – Effective today, Virginia United Methodist Homes, Inc., will change its name to “Pinnacle Living,” reflecting its long-standing commitment to better serve its senior living residents.

Founded in 1948 by leaders of the Virginia Methodist Church, the organization has grown from a single community to seven communities across Virginia. Pinnacle Living is home to more than 1,240 residents in Richmond, Williamsburg, Roanoke, Norfolk, the Eastern Shore and Northern Virginia. It employs more than 1,000 team members.

“We realized our former name simply did not reflect who we are today,” explained Christopher P. Henderson, President and CEO. “Today’s seniors are more active and engaged. The people we serve want the very best out of life. We are working to create a culture where age does not define the person. Our new name better represents our focus to provide the very best in partnership with our residents, their families and our team.”

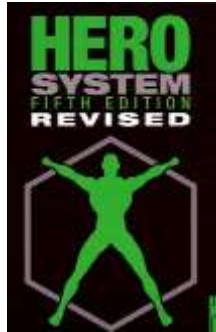
The organization invested a great deal of time listening to current and future residents and conducted consumer research regarding perceptions of its communities. Among the findings was a strong negative perception to the word “homes” in the former name. Today’s seniors don’t want to live in a “home.” And many incorrectly assumed membership in The United Methodist Church was required to live or work in the organization’s communities.

“We want to make it clear that we have always – and will continue – to welcome people of all faiths,” said Henderson.

The name change and accompanying graphic design will roll out over the next few weeks, and continue for several months.

“We are proud of our heritage, and will continue to operate as a mission-driven, faith-based organization,” said Henderson. “Our new name positions us for the future as we strive to better serve the next generation.”





PINNACLE HEROES

GO! GO! GO! PINNACLE HEROES



Saturday June 24th Hermitage Pinnacle Heroes "Walked for a Cause" to raise money

for the Alzheimer's Association.

There was a total of 25 walkers, who walked 1 mile.

They consisted of residents, family members, staff and Friends.

This was our first of a three part walk, that began on this date and will continue,

having another July 29th which will be 2 miles and the final one on August 26th which will be 3 miles.

This is a resident sponsored walk, and all proceeds will be given to the Alzheimers Association.



The goal of the Pinnacle Heroes is to raise \$3,000 for the organization and to participate in their October 14th walk at the National Mall in Washington DC.

If you are interested in walking or sponsoring someone for the walk, please inform the Receptionist and the Pinnacle Hero Captain will contact you. Thank you!