



PRESS RELEASE

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Friendly Senior Living Announces Promotion, New Members of Leadership Team

Brighton, NY — Friendly Senior Living, a continuum of caring communities, is pleased to announce the following promotion and new members of the non-profit organization's leadership team.

Michael Perrotta has been promoted to **Senior Vice President of Housing & Executive Director of Cloverwood Senior Living and Linden Knoll**. Perrotta joined the organization in 2014 as the Friendly Home's Vice President & Administrator. During his tenure, the Friendly Home has consistently achieved outstanding quality outcomes, including being named annually as a Best Nursing Home by both Newsweek and U.S. News & World Report. For the past two years, the Friendly Home has ranked either #1 or #2 in New York State out of over 600 nursing homes, and is currently ranked as the #1 nursing home in Monroe County and #2 in the state by Newsweek.

Amanda D. Brown has joined the organization as **Vice President & Administrator of the Friendly Home**. She brings over 20 years of experience in senior care, health care management and culture change to her new role. She has previously served in leadership positions at Park Ridge Living Center, Kirkhaven and, most recently, Fairport Baptist Homes.

Debra Lester, BSN, RN, RNMH, RAC-CT, DNS-CT, has been hired as the **Director of Assisted Living at Glenmere at Cloverwood**. Her previous experience includes Director of Nursing at Fairport Baptist Homes, as well as various clinical nursing positions at Rochester Regional Health. Lester is responsible for the delivery of person-centered resident care and case management at Glenmere.

“I couldn’t be more excited to work with these highly experienced, top quality senior living and health care professionals,” says Glen Cooper, President & CEO. “Our team is stronger than ever as we work together to continue and build upon Friendly Senior Living’s long tradition of excellence, compassion and mission-driven service.”

About Friendly Senior Living

The Friendly Senior Living continuum of care includes **Cloverwood**, an active independent senior living community in Pittsford; **Glenmere at Cloverwood**, which offers assisted living, enhanced assisted living and memory care; **Linden Knoll**, an independent senior living apartment community in Brighton; and the **Friendly Home**, a skilled nursing home in Brighton offering 24-hour care, short- and long-rehabilitation, memory care and hospice care.

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Michael Perrotta, Senior Vice President of Housing & Executive Director of Cloverwood Senior Living and Linden Knoll



Amanda D. Brown, Vice President & Administrator of the Friendly Home



Debra Lester, Director of Assisted Living at Glenmere at Cloverwood