

## **For Immediate Release**

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### **Continued Commitment to Quality Care with a Fresh Look To the Future**

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When it comes to aging, we don't get a choice - it is inevitable!

When it comes to the care available to us as we age, it's essential to have an array of options from which to choose.

Bethany Village has served the Southern Finger Lakes region of New York since 1973. Over the course of 45 years, Bethany Village has consistently delivered a full-range of services tailored to individual needs and lifestyles.

Tom Santobianco, CEO of Bethany Village, notes, "we all want to live full and active lifestyles. We want to maintain our maximum independence. At Bethany Village we have created a wide range of services from independent living to skilled nursing care, which enables those we serve (and their families) to choose quality care options suited to their specific needs."

On this 45<sup>th</sup> anniversary of Bethany Village's service to the community, Tom notes, "we reflected on our tradition of service as well as our vision for the next 45 years." In keeping with that reflection and future planning, leaders recently refreshed Bethany Village's logo in keeping with its mission to provide:

**"personalized, exceptional, and compassionate care"**

Bethany Village's new logo design features contemporary and vibrant colors that symbolize energy and momentum of life when it is lived to its fullest. The soaring bird represents freedom of choice, liberation from stress, and vitality. The tagline, "***Adding life to your years***" speaks to Bethany's promise to encourage those they serve to maintain and enhance physical, emotional, and spiritual health through wellness and education. The overall sense of the new visual is anchored to assuredness, comfort, caring, and ease.

Tom Santobianco, CEO of Bethany Village, notes "we are proud of our team members and the quality care they provide across a spectrum of needs. We are grateful to individuals and family members who entrust us to care for them and we are committed to supporting the needs of the Finger Lakes

community for the next 45 years and beyond. We are also excited to step into the future under the banner of our new logo and tagline.”



### **About Bethany Village**

Bethany Village is located on over one hundred acres of rolling green fields and woods not far from Elmira, Corning, and Ithaca, NY. The Village is close to the Finger Lakes, with easy access to outdoor activities, shopping, and the airport. Bethany Village is a not-for-profit community, founded in 1973 dedicated to the concept of continuing care, where residents are offered the lifestyle they desire and the services and assistance they deserve, while continuing to live within one community. Bethany Village encourages its residents to maintain and enhance their physical, emotional, and spiritual health through programs of wellness, education and resident-centered care. Should the need ever arise for extra support, residents are guided in accessing alternative living and care accommodations without ever having to leave the Village.