



## News Release

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**FOR IMMEDIATE RELEASE**  
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### **Peconic Landing Launches New Website Explore the Community with a Video Tour**

GREENPORT, N.Y., May 24, 2018 – Peconic Landing is proud to announce the launch of a new website highlighting the lifestyle and successful aging opportunities available at the not-for-profit Long Island Continuing Care Retirement Community (CCRC). Designed to provide visitors, prospective members, and partnering organizations with relevant and easy-to-find information, the website offers an intuitive, user-friendly experience with improved navigation and functionality.

The newly redesigned and rebranded website was created using the latest responsive design technology, providing a content-rich experience that is accessible across all platforms and devices.

"This new site positions our community on the cutting edge of digital technology in our industry, taking full advantage of multiple mediums to help us tell the Peconic Landing story," said Robert J. Syron, President and CEO of Peconic Landing. "One of the greatest opportunities for our industry is educating prospective members of the many advantages of living in a CCRC. This site not only tells you what you need to know, it shows you."

The new site greets visitors with a featured video tour of the many lifestyle amenities available, and offers an interactive campus map allowing visitors to explore the community's 144-acre campus. Peconic Landing also showcases active and engaged members through a variety of video testimonials, allowing prospective clients to see how these individuals are making the most of retirement life at the community.

"Our new website showcases Peconic Landing in a fresh and exciting way, allowing users to truly understand what life is like at a CCRC," said Laurelle Cassone, Director of Sales and Marketing. "Many individuals know that we offer health services on campus, but that is just a portion of what our community has to offer. We invite you to explore the new site to see for yourselves."

Visitors can keep up-to-date on community announcements in the "In The News" section and can register for upcoming cultural arts and education offerings through Upcoming Events listings.

Another worthwhile integration to explore is the "Featured Residences" section, which allows visitors to browse Peconic Landing's selection of apartment and cottage homes. Users can also to customize their preferred model with the help of interactive floor plans.

Families looking for care services for loved ones can also envision what life is like in each of our four care neighborhoods, thanks to photo galleries and written testimonials from current families.

Visitors can easily request more information and sign up for our Upcoming Events e-newsletter to take advantage of the more than 100 events offered at no cost to the public throughout the year.

Visitors can also browse a growing list of accolades and certifications to learn more about the financial strength and innovative culture of excellence fostered by the community. Introductions to the Board of Trustees and leadership are also available, providing an overview of the expertise behind the ever-changing community.

Visit the new website at **[www.peconiclanding.org](http://www.peconiclanding.org)**.

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**Peconic Landing** is a nationally recognized not-for-profit Lifecare retirement community overlooking the breathtaking Long Island Sound. Located on the North Fork of Long Island, our 144-acre campus is bordered by grapevines and golfing greens and situated on a half-mile of private Sound beach. The community is home to the North Fork's only Sculpture Garden, and serves as a cultural arts hub for the East End Community presenting ample opportunity for individuals to pursue their interests and passions to the fullest. For information about Peconic Landing visit [www.PeconicLanding.org](http://www.PeconicLanding.org).