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FOR IMMEDIATE RELEASE

**PENNSYLVANIA SECRETARY OF AGING BRIAN DUKE VISITED SIMPSON SENIOR SERVICES
GATHERING HELD AT JENNER'S POND CAMPUS JULY 28, 2014**

Bala Cynwyd, PA. – Monday, July 28, Pennsylvania Secretary of Aging, Brian Duke, visited the Simpson Senior Services Jenner's Pond Campus for a series of events culminating with a luncheon. Immediately following the luncheon Secretary Duke presented keynote remarks and answered questions.

The Secretary held an interactive discussion with more than eighty (80) residents, board members and staff of the five (5) Simpson Senior Services Communities. Moderated by Simpson Senior Services (SSS) President and CEO Mr. Kim Williams, the discussion focused on several important topics including: The economic climate and its ongoing impact on Pennsylvania seniors; the changing definition of "retirement"; the types of services Pennsylvania is projecting that will be specifically needed by Baby Boomers as they age. The discussion also focused on how SSS can work to better meet these needs.

A luncheon and keynote by Secretary Duke followed the morning session. Among the topics Secretary Duke discussed is the work being done by The Pennsylvania Long-Term Care Commission, which he Co-Chairs with Secretary of Public Welfare Beverly Mackereth.

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In announcing Secretary Duke's visit, SSS President and CEO Kim Williams stated, "Our residents are engaged and informed men and women who care deeply about quality of life and services for all senior adults. They appreciated hearing Secretary Duke's outlook and insights."

Williams added, "The difficult economic climate, decreasing funding for state and federal programs coupled with the increased need for services, especially by people who are poor and at risk, has drawn increased attention to non-profit organizations in the senior services sector. Our mission to create vibrant lifestyles for senior adults embracing life to the fullest means we strive daily to meet the needs of our resident on their terms. Each person living at a SSS Campus has experienced life through diverse times and decades. Their contributions continue in their retirement, and we appreciated the productive exchange of ideas and insights with Secretary Duke."

About Simpson Senior Services

Simpson Senior Services includes five senior living campuses in Philadelphia, Delaware and Chester Counties in Pennsylvania. During 2013 the combined campuses served more than 1,500 residents through independent living, affordable housing, wellness and health care services, including personal care, assisted living, skilled nursing and memory support. For more information, call 610-660-0112 or visit us online at www.simpsonsenior.org.

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