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# Watercrest Senior Living Group Promotes Mariola Rodriguez to Community Relations Director of Market Street Memory Care Residences

Business Wire April 25, 2017

VIERA BEACH, Fla.--(BUSINESS WIRE)--

Watercrest Senior Living Group proudly announces the promotion of Mariola Rodriguez to Community Relations Director of Market Street Memory Care Residences in Viera, Florida. The 60-unit, state-of-the-art memory care community offers world-class care, multi-sensory programming, and unparalleled associate training honoring seniors and their families.

Rodriguez successfully led memory care program startup and development in both Watercrest Lake Nona Assisted Living and Memory Care and Market Street Memory Care Residences in Viera, communities designed, owned and operated by Watercrest Senior Living Group. Rodriguez flourishes as Memory Care Director, passionately investing time into her residents, assembling thoughtful memorabilia displays, and creating stimulating life enrichment programs to engage residents and honor individual capabilities.

“Mariola has infinitely impacted our Watercrest communities with her boundless dedication to champion exceptional care and resources for senior living with Alzheimer’s and other forms of dementia,” says Marc Vorkapich, Principal and CEO of Watercrest Senior Living Group. “We are honored to promote Mariola to her new role, utilizing her expertise to advise residents and families and strengthen our common unity initiatives.”

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ALZHEIMER'S ASSOCIATION, SHE IS PASSIONATE ABOUT guiding families through the disease process.

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“As Memory Care Director, I was inspired to further educate the community and provide resources related to memory care. I’m privileged to continue to serve as a trusted advisor in my new role, welcoming residents and supporting family members as they transition their loved ones to our Market Street community,” says Rodriguez, Community Relations Director of Market Street Memory Care Residences.

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Rodriguez brings eleven years of senior living experience to Market Street, an artfully designed memory care community envisioned by Market Street co-owner [Marc Vorkapich](#). Market Street Communities connect the hearts and minds of residents by stimulating their senses with the goal of re-experiencing memories.

[Market Street](#) features an inviting and purposeful LifeBUILT design, including spacious accommodations, abundant natural lighting, internal courtyards with lush gardens, circular walkways, and visual cueing. This specialized care community boasts extraordinary central gathering spaces in Market Plaza, an active, “outdoor” streetscape complete with Newsstand, Art Gallery, Bakery, Salon and Spa, and Post Office caringly designed to welcome family and friends.

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All Market Street associates are Nationally Certified Dementia Care Practitioners and their unique memory care programming includes Personal Life Silhouettes, Music & Memory, Memories in the Making, For the Love of Color, multi-sensory culinary and gardening experiences, as well as personal well-being activities.

[Watercrest Senior Living Group](#) specializes in the development and operations management of assisted living and memory care communities and the growth of

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