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For Immediate Release

Photos attached

59 Weeks, 59 Costumes, and Hundreds of Donuts

Juniper Village at Spicewood Summit residents celebrate reconnecting with family and friends

Austin, TX (April 8, 2021) - How do you count the number of weeks the coronavirus has been around? For residents at Juniper Village at Spicewood Summit it's the number of unique costumes created and donned by Shelly Herrera, Connections Director, Juniper Village, and the number of weeks they received a Krispy Kreme donut from her to brighten their day.

Since March 12, 2020 when the coronavirus caused the community to shut its doors to outside visitors, Shelly began dressing up and delivering a snack to each resident's room to bring a smile to their face. Four weeks into the pandemic and families still not being able to visit, she thought maybe a real donut might cheer them up. So, on April 8, 2020 Shelly dressed up in one of her unique costumes and made a special stop at the Krispy Kreme store. "After seeing their faces light up with the donut, I told them we could do donuts every Wednesday until our doors reopened. It brought so many smiles to their faces." Shelly continued, "And, during a period in which days just keep rolling one into the next, it has also helped residents keep track of the days of the week. They now love to remind on Tuesday what the next day is."

Shelly and her assistant Dawn took it to the next step by taking photos with each resident and sending the pictures to their families. This was so important as it allowed families to feel connected and secure in knowing their loved ones were being cared for during this time of social isolation.

"I was fortunate enough to see Shelly and the Krispy Kreme donuts in action," said Cindy Longfellow, VP of Sales and Marketing for Juniper Communities. "It is such a wonderful way to engage everyone."

Associates at Juniper saw the impact the donuts and her costumes were making. According to Pam, an associate, "I think donut day makes the residents happy because they feel appreciated and loved. It's fun for them and we all love and can't wait to see the costumes that come as a surprise to all of us. We love donut day and look forward to Wednesday every week."

Mary, a resident exclaimed, "It's an exciting day. I look forward to seeing Shelly and Dawn bring me a donut. It reminds me of growing up in my neighborhood in San Angelo where I could smell the donuts baking. I'd go watch them drop in the grease and cook. They would bring us out a hot donut. Shelly is my love for coming with a donut for me to eat. Thank you! Thank you! Thank you!"

And Laura Wright, a family member said, "Some of the best recent photos of mom are the ones the Juniper staff sends me on Donut Day! She always has a big smile. Seeing that smile, especially during the many months I couldn't visit her in person, helped relieve my mind and made me feel like we would make it through the tough months ahead."

This past Wednesday, April 7, 2021, in celebration of the one-year anniversary of Juniper's Donut Day, Shelly Herrera, Connections Director, created a Krispy Kreme costume to wear as she distributed donuts donated by Krispy Kreme for the event.

Will donut day continue? At the Resident Council meeting, with enormous smiles, it was voted that Shelly should continue to dress up and deliver the donuts!

Photos:

#0 - On April 7, 2021, in celebration of the one-year anniversary of Juniper's Donut Day, Shelly Herrera, Connections Director, created a Krispy Kreme costume to wear as she distributed donuts donated by the donut maker.

#1 Juniper Village resident Doris J. with Connections Director Shelly Herrera

#2 Juniper Village resident Elaine O.

#3 Shelly Herrera, Juniper Village Connections Director

#4 Juniper Village resident Elaine O. with Connections Director Shelly Herrera

#5 Juniper Village resident Tom M.

#6 Juniper Village resident Myrtle M. receives a donut from Connections Director Shelly Herrera

Additional Quotes

What does donut day mean to you as a resident?

"It means a nice break in the routine and I love donuts!" -Barbara

"I love donut day because the girls are so cute and friendly when they come and bring it. And it tastes good." -Nancy

"Makes me glad that she went out of her way to get a laugh and it's a welcome change in routine. Makes me feel that people in the faculty care about me." -Elizabeth

"Something to look forward to." - Joann

"It feels like they go above and beyond the regular care." -Michael

"It makes me happy!" -George Anne

“Calories, it’s wonderful, it’s good.” -Doris

What does donut day mean to you as a family member?

“We have been so grateful to see how Shelly's high energy and creative costumes bring a smile to my parents faces as she delivers those delicious donuts. We always look forward to seeing the picture she sends each Wednesday!” – Mary Mikeska

“We love the smiling pictures that Shelly sends us as she shares joy every week with our loved ones! She does what we haven’t been able to do!” - The Harris Family

“Donut day is the highlight of the week! This was especially important when residents were confined to their rooms everyday all day due to the virus! It was a special time of encouragement for them to visit with the social directors and to savor a sweet treat. As a family member, I appreciated the photographs and the chance to see my loved one and to know she was remembered and receiving special attention. Everyone enjoyed the creative costumes, and we speculated each week what the donut delivered would wear. We were never disappointed in the clever costumes.

I know this requires extra time and effort each week, but it means so much to the residents to receive individual attention and to have an opportunity to visit with Shelly and Dawn. Kudos to them for their thoughtfulness and creativity! We love donut day!!!” -Tahlee Watts and Barbara Hatcher

“I particularly look forward to receiving a quick picture of my mom on Donut Day! I can always tell that mom is enjoying the sweet treat and the entertainment you provide with your inventive costumes. These weekly mini-celebrations were especially important during the long months when everyone was so isolated.” -Margaret Olsovsky

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About Juniper Communities

Juniper Communities, a leader in quality, value and innovation in long-term care, operates seniors housing communities in Colorado, New Jersey, Pennsylvania and Texas that emphasize residents’ well-being, interaction and security. Our communities and approach to housing and care offers residents the opportunity to live a full life, regardless of age or health. Juniper’s innovative Connect4Life program has been proven to improve residents’ care by decreasing hospitalizations, re-hospitalizations and urgent care visits, while offering potential cost savings to public programs such as Medicare. To learn more about the many ways Juniper Communities innovates in support of our residents, visit

www.junipercommunities.com.