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For Immediate Release

Photo attached

Amy Purcell named Regional Director of Sales and Marketing for the Northeast

February 8, 2021 (Bloomfield, NJ) – Juniper Communities, a leader in seniors housing, announces the addition of Amy Purcell as its Regional Director of Sales and Marketing for the Northeast. This is a newly created role to assist Juniper’s current leadership team in its planned expansion of managed communities in its portfolio, and reports to Cindy Longfellow, Vice-President of Sales and Marketing.

As part of the team, Amy will develop market strategy to attract new leads and build partnership resources for Juniper Villages located in New Jersey and Pennsylvania. She will also be active in rolling out a new CRM database management system, implement strategies for COVID response, and train and coach teams at the building level to drive revenue.

According to Cindy Longfellow, in mid-2020, Juniper recognized a need for greater regional sales support. She said, “We needed just the right fit for our communities in the northeast region. After a lengthy search, Amy was the clear front-runner and we are thrilled that she has joined the Juniper team. Amy brings a remarkable level of knowledge and competency to the role. This combined with her ability to motivate and inspire teams will be crucial in driving success as we move forward post-pandemic.”

“I am excited to be able to work for and represent Juniper Communities. Their reputation for excellence, company culture, nurturing the spirit of life in each resident served is unsurpassed,” expressed Amy.

Amy Purcell began her career in seniors housing as a Nursing Home Administrator. In addition to her NHA license, she also holds a Personal Care Home Administrator License and an Assisted Living Residents Administrator License. Amy attended Villanova University obtaining an undergraduate degree in Health Care Administration and a Master of Business Management Health Care Administration. Prior to joining Juniper, Amy was a regional sales and marketing director for a mid-size seniors housing provider covering the mid-Atlantic states.

“Entering seniors housing after college was an easy transition for me as I have always had an affinity to working with seniors, building relationships, and listening to their life experiences,” expressed Amy. “As my career has advanced, responsibilities have changed but it’s still all about taking care of people.”

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She is a self-professed beach lover who loves spending her every free moment with her husband and three children.

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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 New Jersey, Pennsylvania and Colorado 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 junipercommunities.com.