



PRESS RELEASE

CONTACT: Virginia Peale
Phone: 434.974.7756
Email: virginia@seniorcenterinc.org

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Senior Center Celebrates Purchase of Property for Future Site at Belvedere

Charlottesville, VA – October 9, 2012 — Senior Center supporters gathered today at the site of the organization’s future home in the Belvedere neighborhood. Generous gifts, pledges, and matching gifts from individuals, businesses, and organizations enabled the Center, which has never received government funding and operates on a self-supporting, nonprofit business model—to secure the \$2.4 property.

This purchase is the first step toward building a transformational center designed to meet one of the major public health challenges facing communities across the country. In the Charlottesville area, the senior population is projected to double, from 27,000 in 2000 to 56,000 in 2025. The Senior Center already meets a vital need, providing the type of holistic wellness programming that research proves promotes longer, more productive and independent lives. The planned new facility will support efforts to provide this broad spectrum of programs and services in the face of booming community need.

“The Center at Belvedere” is the name chosen to designate and differentiate this future facility from the existing one at 1180 Pepsi Place, which will continue to operate as the Senior Center until the new facility is completed. Construction of the new 60,000-square-foot facility is expected to begin in 2015, with doors opening in opening in late 2016.

Remarks by Mary Reese, Senior Center Board of Directors and Campaign Vice Chair; Peter Thompson, Executive Director; and Dawn Heneberry, Campaign Chair, were followed by a display of the site plan, conceptual rendering s of the new building, and a look at the staked-out property.

The Senior Center positively impacts our community by creating opportunities for healthy aging through social engagement, physical well-being, civic involvement, creativity, and lifelong learning in an affordable, accessible setting. This independent, nonprofit organization—the first nationally-accredited senior center in Virginia—has a vision of creating a community that understands and embraces the power of healthy aging to positively transform lives. For more about the Center, its 50-plus years of service, and its role as a community resource, please call 434.974.7756 or visit SeniorCenterInc.org.

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