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FOR IMMEDIATE RELEASE

NEWS RELEASE

SHO TIME IS ALMOST HERE...Set Your Clock For The Big Reveal! *Senior Housing Options (SHO) Celebrates 40 Years of Serving Colorado's Older Adults*

[DENVER, CO] (June 13, 2019)— Senior Housing Options (SHO) was initiated in 1979 by a group of churches in Capitol Hill, recognizing that many older adults were being pushed out of their single room occupancy homes by growing demand for office space in downtown Denver. Since then, SHO has grown into a non-profit of 9 properties offering assisted living and affordable apartment living units for over 370 residents including properties in Cortez, Denver, Longmont and Parachute.

As Colorado's long standing non-profit in the housing sector, SHO is committed to guiding older adults with low income and those with disabilities toward the best affordable housing and assisted living options.

This year, SHO not only celebrates 40 years of serving Colorado's older adults, but also has a new brand, new website and new SHO experience to share. SHO is here to stay and support Colorado's most vulnerable population for another 40 years and longer.

"It is my home. I feel very safe and welcomed. I love my apartment. It's clean, well kept, the residents are kind to one another and look out for each other. You can also have as much privacy as you need. I feel it is a place I can "grow" into...safe, pleasant, secure, home." -Emerson Gardens Resident.

What is unique about Senior Housing Options? Is it the affordability? Is it the buildings? Is it the people? No, it's the foundation of stewardship, a sense of belonging and purpose toward something great in Colorado. A place to call home and be proud of. It is **where the light is always on and the door is open for everyone.**

"SHO has been providing older adults with low income and those with disabilities the best affordable housing and assisted living options since 1979. Our new branding provides a message of stability, and reminds everyone that we are continuing our commitment to this vulnerable group. We see it as an opportunity to increase awareness of our services and availability, and of our long tradition of excellent service." -Jim Goddard, Executive Director

WHAT:

Senior Housing Options Brand Launch Party & Unveiling of NEW LOGO & WEBSITE

WHEN & WHERE:

Wednesday, June 19, 2019 from 4pm - 6pm

SHO Offices: 1510 17th Street, Denver, CO 80202

INTERVIEW OPPORTUNITIES:

-Barth Hotel Resident, Pauline Forbes will be attending and is available for interviews prior to the event and at the event

-Jim Goddard, SHO Executive Director is available for interviews prior to the event and at the event.

ABOUT SENIOR HOUSING OPTIONS:

Senior Housing Options, Inc. (SHO) is a charitable organization that serves low and very low income elderly and adults with physical and mental disabilities. SHO generates its own revenues to the extent possible and manages resources well, but still there are unmet needs that require us to ask for help from individuals, businesses, and foundations to assure high care for all residents.

Mission Statement: Our mission is to provide residential communities and caring services to enrich the lives of older adults in Colorado.

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