



Brookdale Senior Living Solutions Newsroom

Olympian Finds Gold in Giving Back to Seniors

Jeremy Bloom grants ski wish to 88 year old Brookdale resident

NASHVILLE, Tenn., Feb. 7, 2018 /PRNewswire/ -- World Champion and Olympic Freestyle skier Jeremy Bloom is used to skiing with some of the world's best skiers, but his most recent skiing partner was equally inspiring. He recently met up with an 88 year old Brookdale resident who dreamed of skiing one last time. As founder of Wish of a Lifetime, Jeremy spends much of his post-Olympic days granting wishes to deserving seniors like Eleanor "Ellie" Ross.

Ellie never thought she would ski again after breaking her hip and damaging her knees during a ski trip six years ago. Prior to her accident, the Massachusetts woman had been skiing nearly every weekend for more than 50 years. Doctors told her to put away her skis but she wasn't going to give up just like that. She remembered seeing ski teams towing people in sleds and modified skis during her travels.

"Whatever you want to do, make a way to do it," said Ellie. "If you don't, you're going to regret it the rest of your life."

When Ellie heard about Wish of a Lifetime from her caregivers at Brookdale, her eyes lit up as

she envisioned herself among the trees once again. Ellie said her only hope was to once again glide a steep slope covered with fresh fallen snow and to feel cold fresh air fill her lungs and caress her cheeks.

Through the use of adaptive skiing, Ellie and Jeremy recently hit the slopes on the same mountain where Jeremy learned to ski as a kid. Ellie's family and friends cheered them on as she and the Olympian shared the excitement of their mutual life's passion.

"Ellie's wish experience shows that people can do anything as they age," said Jeremy. "I want people to know that you don't have to stop wishing, you don't have to stop dreaming, and you don't have to stop pursuing life to the fullest as you get older."

Jeremy says seeing Ellie ski again was very special. It's moments like this that remind him why he founded Wish of a Lifetime. The nonprofit's mission is to shift the way society views and values the oldest generations by fulfilling seniors' dreams and sharing their stories to inspire people of all ages. He teamed up with Brookdale Senior Living in 2010 as a way to reach more seniors. He said the size and scale of Brookdale help him help more dreams come true for seniors.

"Working with Jeremy and Wish of a Lifetime has given our residents incredible opportunities to live life to the fullest," said Sara Terry, senior vice president of resident and family engagement. "This partnership allows residents to fulfill those dreams they may have stored away or thought weren't possible to achieve."

Since the partnership's inception in 2010, more than 900 Brookdale seniors have had their [Brookdale Wishes](#) granted. While Brookdale is the founding sponsor of the nonprofit organization, Wish of a Lifetime is open to all seniors across the country. [Click here](#) to learn more about how to submit a wish for a deserving senior.

About Brookdale

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with

approximately 1,031 communities in 46 states and the ability to serve approximately 101,000 residents as of September 30, 2017. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health and hospice services.

About Wish of a Lifetime

Wish of a Lifetime™ fosters respect and appreciation for deserving seniors by fulfilling their life-enriching Wishes. Founded in 2008 by two-time Olympic skier, World Cup gold medalist, entrepreneur, and former NFL football player Jeremy Bloom in living honor of his grandmother, Wish of a Lifetime has made over 1,000 Wishes come true for seniors in all 50 states and the District of Columbia. The organization aims to create a positive shift in the way society views and values aging by sharing the stories of its inspiring Wish recipients with those of all generations. After experiencing a wish, 93 percent of Wish recipients stated they felt their quality of life improved and 76 percent said they felt their overall health improved. To learn more about the organization or to help fulfill a senior's Wish visit www.wishofalifetime.org.

Contact: Brookdale Media Relations (615) 564-8666 Media.Relations@Brookdale.com

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