



# PR Coverage Report

The Summit at Lynchburg – Expansion Campaign  
June-July, 2024

*The Glebe*  
Blue Ridge Living

Submitted  
July 26, 2024

# Program Summary

- The Glebe's \$25 Million Expansion Program Campaign was a major success in terms of market reach, messaging, and use of multi-media platforms.
- Leading media outlets in, and well beyond, the Daleville market (Greater Roanoke region)—and many smaller, rural outlets—carried the story.
- Coverage featured outstanding graphics and on camera interviews with local Glebe leadership (Shelli Schinkus) and LifeSpire leadership (Peter Robinson.)
- A large percentage of local market consumers saw the message more than once, including those who saw it on Facebook and YouTube.
- A large quantity of quality information about the expansion was posted online by the media along with key photos. This will boost SEO significantly for better organic search rankings.
- Two leading senior living industry pubs also carried positive stories and graphics

# Program News Assets

A variety of news assets were prepared for a multi-step media distribution and story pitching campaign. Executive staff for The Glebe and LifeSpire Corporate provided excellent background information and story refinement—along with a wide array of exceptionally strong photos and renderings. The quality and quantity of these materials fueled a robust story pitching process, resulting in an overwhelming response by the local media.

# News Package: Groundbreaking on Cottages

A concise but informative media alert announcing the upcoming Groundbreaking Event was sent to area media. A second page to the alert offered the speaking agenda and a map to the event.

## \*\*\*MEDIA ALERT\*\*\*

### The Glebe Senior Living Community Ground Breaking Event

*Kicks Off \$25M Major Expansion; Will Boost Area Economy*

Full News Release with Color Graphics Also Attached

- WHAT:** Official groundbreaking for new senior living cottages being built at the Glebe Senior Living Community, a LifeSpire of VA community. **\*BY INVITATION ONLY**
- WHERE:** The Glebe Retirement Community Address: 200 The Glebe Boulevard, Daleville, VA 24083
- WHEN:** Begins 3:30 PM EST, Thursday, June 27, 2024. Events well into the evening, including key remarks, dinner, and music by the Roanoke Symphony Orchestra
- WHO:** Attendees & Speakers will include:
- President and CEO: Jonathan R. Cook
  - Chief Operations Officer: Tracey Jennings
  - Chief Marketing Officer: Peter Robinson
  - Others, including Suzanne Rhodes (on behalf of the Ikenberry family), LifeSpire Board Members, and Residents
- WHY:** Event to celebrate and commemorate official ground breaking for cottages, part of a \$25M expansion program

**\*members of the media are invited for the entire event or any portion you like, dinner, etc. Interviews are available on location.**

**The Glebe**  
Blue Ridge Living

Program Agenda and Map  
on Following Page

For media inquiries, please contact:  
Ellen D'Ardenne  
(540) 591-2104  
ellend-ardenne@theGLEBE.org

Visit The Glebe Website for More Detailed  
Information on the Community at [theGLEBE.org](http://theGLEBE.org)

### The Glebe Begins Expansion Program

Program	Festivities
3:30p-4:30p Welcome .....The Glebe Executive Director, Ellen D'Ardenne	3-5pm Enjoy music by musicians of the Roanoke Symphony (by the tent, pausing for the ceremony, then continuing in the main lobby)
Opening Remarks..... LifeSpire CEO, Jonathan Cook	5-7pm The Jive Exchange Band will be playing on our main stage while you enjoy a full spread of delicious food prepared by our culinary team. We will have special guests from all over the community that you will surely want to meet!
Guest Speaker ..... LifeSpire Board Member, Nelson Harris	Let's kickoff in style as we celebrate our new cottages and renovations coming to our community. Enjoy!
Guest Speaker .....Resident Council President, Jerry Steele	
Guest Speaker..... Ikenberry Family Member, Susan Rhodes	
Guest Speaker.....New Cottage Resident, Andy McLaughlin	
Benediction.....Chaplain, Donna Sams	
Invitation to Celebrate...Chaplain, Donna Sams	



Directional Map



# News Package: Post-Event Groundbreaking

Following the onsite Groundbreaking, a Post-Event news release was sent to media. Glebe and LifeSpire staff who were onsite provided quality photos and caption support.



## News Release

COLOR PHOTOS INCLUDED

FOR IMMEDIATE RELEASE

**The Glebe Senior Living Community Breaks Ground on \$25M Major Expansion; Will Add More Senior Living Options, Boost Economy**

Daleville, Virginia (June 28, 2024) – The Glebe, a LifeSpire of Virginia senior living community, held a formal groundbreaking yesterday to start its \$25 million expansion program. The groundbreaking was for 22 new independent living cottages. The event hosted more than 150 people including local leaders, the project architects, and current and prospective residents for the cottages. The program included remarks by top leadership for The Glebe and lasted well into the evening with a gala dinner and music by members of the Roanoke Symphony Orchestra.

A total of 22 new cottages will be added to the campus. These new residences are specifically designed to allow seniors to age in place, maintenance and worry-free. The first set of cottages is expected to be ready by early 2025. The new cottages at The Glebe will feature large, open floor plans up to 2,500 square feet, expansive living and dining areas, state-of-the-art kitchens, and a two-car garage with a beautiful front-row mountain view. The demand for the project is demonstrated by the fact that all the cottages have already been reserved.

Beside the new cottages, the Glebe's expansion program includes additional space for senior housing, upgraded dining experiences, and more room for community events. The \$25M investment by the Glebe will create more senior housing options while also stimulating the local economy.

LifeSpire of Virginia purchased the 65 acres of the Ikenberry Orchard, where the community is located now, decades ago. The new cottages are being partially developed on the Ikenberry House property, which was purchased in 2013. "The old Ikenberry house was uninhabitable and unused space," said Mark Ikenberry. "Our family is happy to see the land go to good use by offering more housing options for local seniors in the community we care about so much."

To learn more about the expansions at The Glebe, visit <https://theglebe.org/independent-living/community-expansion/>.

LifeSpire of Virginia remains committed to providing exceptional senior living experiences and looks forward to this exciting new chapter at The Glebe. For more information, please contact The Glebe at 540-591-2200.

-more-

The Glebe Begins Expansion Program


LifeSpire of Virginia, based in Glen Allen, Virginia, is a not-for-profit organization serving seniors since 1945. The LifeSpire of Virginia family includes five life plan communities—Lakewood in Richmond, The Chesapeake in Newport News, The Culpeper in Culpeper, The Summit in Lynchburg, and The Glebe in Daleville—as well as Lakewood at Home, a community-based continuing care program. The Virginia Baptist Homes Foundation is the philanthropic arm of LifeSpire and provides support to residents and team members through its four funds—benevolence, crisis, education, and spiritual life. LifeSpire of Virginia serves more than 1,600 residents and employs nearly 1,100 team members. To learn more, visit [lifespireliving.org](https://lifespireliving.org).

###

For media inquiries, please contact:  
Ellen D'Ardenne  
(540) 591-2104  
[ellend-ardenne@theglebe.org](mailto:ellend-ardenne@theglebe.org)

MEDIA: Please use graphics and cutlines below as you wish. High-resolution versions of these photos can be downloaded at [Groundbreaking Photos](#). Credit line for all photos: Photo courtesy of The Glebe.

PHOTO A: GROUND BREAKING CEREMONY




CUTLINE A: The Glebe's groundbreaking ceremony featured (l-to-r) Jonathan Cook, president, and CEO of LifeSpire of Virginia; Jerry Steele, Glebe resident; Shelli Schinkus, director of sales and marketing; Loretta Ikenberry, Ikenberry family; Suzanne Rhoades, Ikenberry family; Ellen D'Ardenne, Glebe executive director; Rev. Nelson Harris, LifeSpire Board of Trustees; Peter Robinson, chief marketing officer of LifeSpire of Virginia; Tracey Jennings, chief operating officer of LifeSpire of Virginia; Sam Oakey, LifeSpire Board of Trustees; and Andy McLaughlin, new cottage resident depositor.

2

The Glebe Begins Expansion Program

GRAPHIC D: THE NEW COTTAGES



CUTLINE D: In all, 22 new cottages will be added to the campus. These new residences are designed to allow seniors to age in place, in a maintenance-free home. The first set of cottages is expected to be ready by early 2025.

###

4

# News Packages

A general release was sent out with the Post-Event release offering details on the entire expansion program. This release was picked up widely and served as a bedrock messaging platform for the entire campaign.



## News Release

COLOR PHOTOS INCLUDED

### FOR IMMEDIATE RELEASE

#### **The Glebe Senior Living Community Breaks Ground on \$25M Major Expansion; Will Add More Senior Living Options, Boost Economy**

**Daleville, Virginia (June 28, 2024)** – The Glebe, a LifeSpire of Virginia senior living community, held a formal groundbreaking yesterday to start its \$25 million expansion program. The groundbreaking was for 22 new independent living cottages. The event hosted more than 150 people including local leaders, the project architects, and current and prospective depositors for the cottages. The program included remarks by top leadership for The Glebe and lasted well into the evening with a gala dinner and music by members of the Roanoke Symphony Orchestra.

A total of 22 new cottages will be added to the campus. These new residences are specifically designed to allow seniors to age in place, maintenance and worry-free. The first set of cottages is expected to be ready by early 2025. The new cottages at The Glebe will feature large, open floor plans up to 2,500 square feet, expansive living and dining areas, state-of-the-art kitchens, and a two-car garage with a beautiful front-row mountain view. The demand for the project is demonstrated by the fact that all the cottages have already been reserved.

Beside the new cottages, the Glebe's expansion program includes additional space for senior housing, upgraded dining experiences, and more room for community events. The \$25M investment by the Glebe will create more senior housing options while also stimulating the local economy.

LifeSpire of Virginia purchased the 65 acres of the Ikenberry Orchard, where the community is located now, decades ago. The new cottages are being partially developed on the Ikenberry House property, which was purchased in 2013. "The old Ikenberry house was uninhabitable and unused space," said Mark Ikenberry. "Our family is happy to see the land go to good use by offering more housing options for local seniors in the community we care about so much."

To learn more about the expansions at The Glebe, visit <https://theglebe.org/independent-living/community-expansion/>.

LifeSpire of Virginia remains committed to providing exceptional senior living experiences and looks forward to this exciting new chapter at The Glebe. For more information, please contact The Glebe at 540-591-2200.

-more-

### The Glebe Begins Expansion Program

Over the next 24 months, The Glebe will expand and add amenities to its already robust senior living community including a larger multi-purpose room, renovated culinary spaces, and a new tavern.

The Botetourt Room, the Glebe's multi-purpose room used to host community events, will get an upgrade by adding more than 1,300 square feet, allowing more room for community gatherings, performances, shows, and lectures. The room will total just over 3,700 square feet, offering more options than ever for entertainment.

The current Depot Café will get a complete makeover, emerging as The Marketplace, creating a modern, casual dining experience for residents. The new dining area will host additional seating, a covered patio, and a stone fireplace. Residents dining at The Marketplace will be able to enjoy an expanded cooking line and grill, a fire deck pizza oven, a fresh salad bar, and grab-and-go items. Private dining will be available in the newly decorated Blue Ridge Dining Room for special occasions and events, by reservation only.

Adjacent to The Marketplace will be a brand-new tavern with a large-screen television and billiards. The new tavern gives residents a place to gather, relax, and enjoy spending time with each other in a shared space. In addition, a new coffee and bake shop is being added near the Allegheny Dining Room offering a warm ambiance, comfortable seating, and coffee artistry.

As part of the renovations, The Glebe's Assisted Living kitchen is being upgraded to provide an elevated dining experience for residents featuring fresh made-to-order meals.

"These projects represent a significant investment to our residents at The Glebe," said D'Ardenne. "Today's seniors want more options and want to stay independent as long as possible. We could not be more thrilled to provide these experiences now and in the future."

To learn more about the expansions at The Glebe, visit <https://theglebe.org/independent-living/community-expansion/>.

LifeSpire of Virginia remains committed to providing exceptional senior living experiences and looks forward to this exciting new chapter at The Glebe. For more information, please contact The Glebe at 540-591-2200. **PLEASE SEE THE FOLLOWING PAGE FOR STORY PHOTOS / CUTLINES.**

*LifeSpire of Virginia, based in Glen Allen, Virginia, is a not-for-profit organization serving seniors since 1945. The LifeSpire of Virginia family includes five life plan communities—Lakewood in Richmond, The Chesapeake in Newport News, The Culpeper in Culpeper, The Summit in Lynchburg, and The Glebe in Daleville—as well as Lakewood at Home, a community-based continuing care program. The Virginia Baptist Homes Foundation is the philanthropic arm of LifeSpire and provides support to residents and team members through its four funds—benevolence, crisis, education and spiritual life. LifeSpire of Virginia serves more than 1,600 residents and employs nearly 1,100 team members. To learn more, visit [lifespireliving.org](https://lifespireliving.org).*

###

#### For media inquiries, please contact:

Ellen D'Ardenne  
(540) 591-2104  
[ellend-ardenne@theglebe.org](mailto:ellend-ardenne@theglebe.org)

**MEDIA:** Please use graphics and cutlines below as you wish. Different file formats are available upon request. **Credit line for all photos:** Photos courtesy of The Glebe.

# News Packages - Graphics

The Glebe Expansion News Package included a very robust set of graphics, provided by the Lifespire Director of Marketing. These were widely used by all the media and presented a very attractive senior community that's committed to serving residents, and the larger community, via innovative expansion. These high-quality renderings appeared repeatedly across all types of media run.

## The Glebe Begins Expansion Program

### GRAPHICS A: THE NEW COTTAGES



**CUTLINE A:** In all, 22 new cottages will be added to the campus. These new residences are designed to allow seniors to age in place, in a maintenance-free home. The first set of cottages are expected to be ready by early 2025.

### GRAPHIC B: THE NEW MARKETPLACE PATIO AREA



**CUTLINE B:** The current Depot Café will get a complete makeover, emerging as The Marketplace, creating a modern, casual dining experience for residents. The new dining area will host additional seating, a covered patio, and a stone fireplace.

- CONTINUED NEXT PAGE

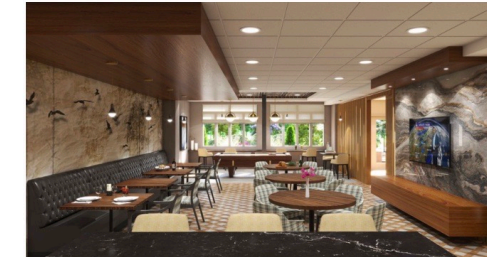
## The Glebe Begins Expansion Program

### GRAPHIC C: THE NEW COFFEE SHOP



**GRAPHIC CUTLINE C:** An inviting new coffee and bake shop is being added near the Allegheny Dining Room to provide a casual ambiance, comfortable seating, and exciting coffee artistry.

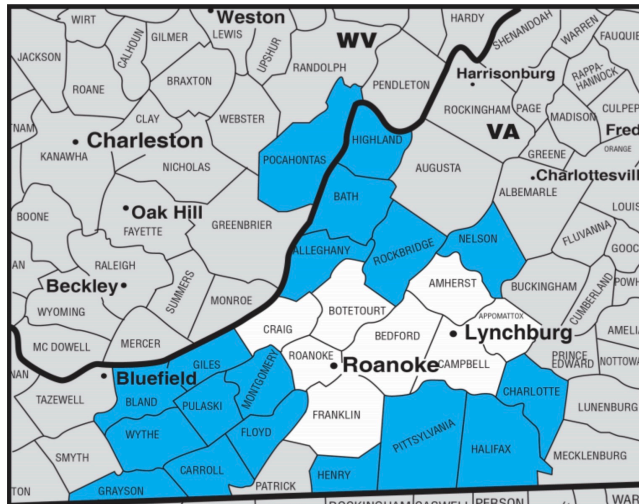
### GRAPHIC D: THE NEW BLUE RIDGE ROOM



**CUTLINE D:** Adjacent to The Marketplace will be a brand-new tavern with a large-screen television and billiards. The new tavern gives residents a place to gather, relax, and enjoy spending time with each other.

###

# Analysis



Total program reach: 450K-plus total audience

Saturation: Estimated that the messaging was encountered more than once by 25-30 % of total audience

Estimated \*AVE: \$35K-42K

\*Ad Equivalency Value



# Coverage Samples



# Television

TV Coverage for The Glebe Groundbreaking was **extraordinary** as virtually every TV outlet in the market covered the event. Three stations made onside visits and performed executive interviews. Three of them also carried extensive online coverage, which will remain online (including TV video) indefinitely. This resulted in high saturation for several counties around The Glebe. **Executive messaging** provided during interviews was superb and fully aligned with message points.





This station served up a wealth of info and visuals to its huge audience. Chief Marketing Officer Peter Robinson provided strong and visionary language during his interview.

## Senior Living Community Expanding

Updated: Jun. 28, 2024 at 5:30 AM CDT



Live recording of WDBJ7 news

## Senior Living Community Expanding

Updated: Jun. 28, 2024 at 5:30 AM CDT



Live recording of WDBJ7 news







Continued.

Strong signage on backdrops supported Glebe branding. The story also show strong local involvement in the event.



## Senior Living Community Expanding

Updated: Jun. 28, 2024 at 5:30 AM CDT



Live recording of WDBJ7 news

## Senior Living Community Expanding

Updated: Jun. 28, 2024 at 5:30 AM CDT



Live recording of WDBJ7 news



## TV Story

Marketing & Sales Director Shelli Schinkus delivered strong and precise messaging in her interview with WFXR. Additional expansion elements were also previewed.



<https://tinyurl.com/XFXR-TV-Glebe>







## Online Story

WFXR also provided strong online coverage, including powerful visuals and a playable video of the TV story.

**LOCAL NEWS**  
**Glebe Senior Living Community breaks ground on \$25 million expansion**  
by: James Dalpino  
Posted: Jun 27, 2024 / 06:14 PM EDT  
Updated: Jun 28, 2024 / 03:13 PM EDT

0:07 / 0:37

**SHARE**

DALEVILLE, Va. (WFXR)– The Glebe Senior Living Community hosted a groundbreaking on Thursday, June 27 to celebrate the beginning of its \$25 million expansion project providing more independent cottages and upgraded amenities on the property.

A total of 22 new cottages will be added to the campus and are specifically designed to allow seniors to age in place, maintenance, and worry-free. They will feature large, open floor plans, expensive living and dining areas, state-of-the-art kitchens, and a two-car garage.

The first set of cottages is expected to be ready by early 2025.

ADVERTISING  
Ad Sponsored by Alkermes®

“The Glebe is a beautiful five-star senior living community surrounded by gorgeous, landscaped views of the Blue Ridge and Allegheny mountains,” said Ellen D’Ardenne, Executive Director for The Glebe. “We are excited to enter this next phase of development with additional housing and upgraded dining experiences for current and future residents.”

**View Dallas Homes >**

Homes From \$352K to \$504K

*Del Webb®*

To learn more about the expansions at The Glebe, visit their [website](https://www.theglebe.org).



(courtesy, Michael Doti/WFXR News)





More great branding in this TV Story, including a powerful narrative by Shelli Schinkus (her second interview.)

YouTube Search

PREVIOUSLY RECORDED

22 NEW COTTAGES WILL BE READY BY EARLY 2025 RENOVATIONS ALSO INCLUDE A

**SHELLI SCHINKUS** INCLUDE A

DIRECTOR OF SALES AND MARKETING FOR THE GLEBE

More housing options for seniors in Daleville

WSLS 10 96.2K subscribers

Subscribe

1 1 dislike this

Share Save

PREVIOUSLY RECORDED

The Glebe

AND THERE WILL BE A SOON BE MORE HOUSING OPTIONS FOR SENIORS IN DALEVILLE

More housing options for seniors in Daleville

WSLS 10 96.2K subscribers

Subscribe

1 1 dislike this

Share Save

PREVIOUSLY RECORDED

Glebe

SENIORS IN OUR AREA.

A GROUND BREAKING WAS HELD

MORE HOUSING OPTIONS FOR SENIORS IN DALEVILLE

More housing options for seniors in Daleville

WSLS 10 96.2K subscribers

Subscribe

1 1 dislike this

Share Save



WSET-TV provided extensive online coverage at their website.

## The Glebe breaks ground on \$25M expansion for senior living

by Sarah Irby | Mon, July 1st 2024 at 5:43 PM



In all, 22 new cottages will be added to the campus. These new residences are designed to allow seniors to age in place, in a maintenance-free home. The first set of cottages is expected to be ready by early 2025. (The Glebe)



TOPICS: [THE GLEBE](#) [SENIOR LIVING](#) [EXPANSION](#) [COTTAGES](#) [INDEPENDENT LIVING](#) [DALEVILLE](#) [IKENBERRY](#) [COMMUNITY EVENTS](#)

DALEVILLE, Va. (WSET) — A local senior living community will be getting a major expansion and more housing options for its residents.

The Glebe, located in Daleville, held a formal groundbreaking to mark the beginning of its \$25 million expansion program, which will bring 22 new independent living cottages to the community.

The Glebe said the new homes are specifically designed to allow seniors to age in place, maintenance and worry-free. The first set of cottages is expected to be finished by early 2025.

These homes will feature large, open floor plans up to 2,500 square feet, according to the Glebe. They will also include expansive living and dining areas, state-of-the-art kitchens and a two-car garage with a front-row mountain view.



The Glebe said all of the future cottages have been reserved already, which it says is a testimony to the demand for the project.

The expansion program also includes additional space for senior housing, upgraded dining experiences and more room for community events. The Glebe said its investment will also stimulate the local economy.

The community is located on 65 acres of the Ikenberry Orchard, which was purchased by LifeSpire of Virginia decades ago. The new cottages will be developed partially on the Ikenberry house property, which was purchased in 2013.

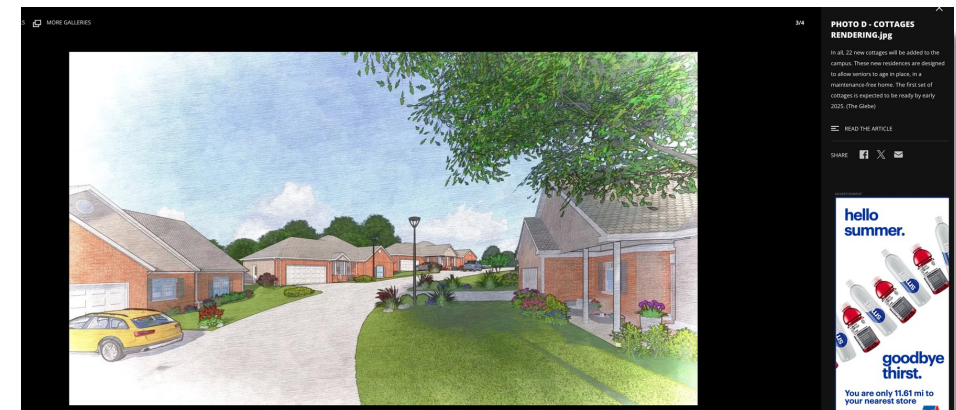
“The old Ikenberry house was uninhabitable and unused space,” said Mark Ikenberry. “Our family is happy to see the land go to good use by offering more housing options for local seniors in the community we care about so much.”

For more information on The Glebe's expansions, click [here](#).





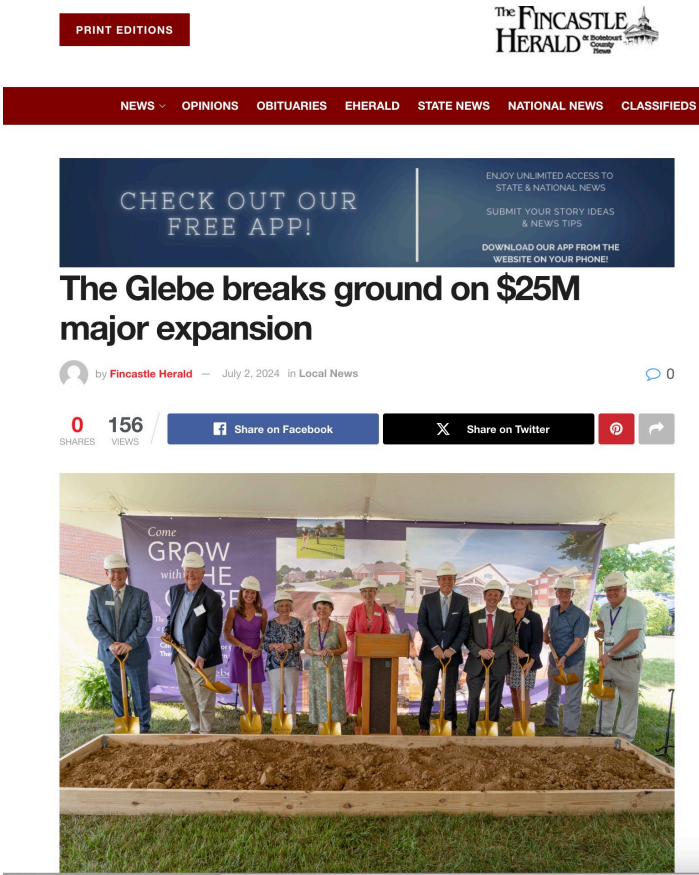
WSET-TV provided a major graphical review of core photography..



# Newspaper



# The Fincastle Herald carried much of the release and a stunning photo of the actual groundbreaking event.



The Glebe, a LifeSpire of Virginia senior living community in Daleville, has begun its \$25 million expansion project that will provide more independent living cottages and upgraded amenities while boosting the local economy. The expansion includes additional space for senior housing, upgraded dining experiences, and more room for community events. A formal groundbreaking for the cottages was held at 3:30 p.m. on Thursday, June 27.

A total of 22 new cottages will be added to the campus. These new residences are specifically designed to allow seniors to age in place, maintenance and worry-free. The first set of cottages is expected to be ready by early 2025. The arrival of this new housing is very timely.

U.S. Census data shows that persons older than 60 years of age account for 28 percent of the overall population in Roanoke County. In adjacent Botetourt County, seniors account for 32 percent. The data also shows that the senior population is growing, driven by the aging Baby Boomer generation. This is creating an increasing consumer demand for attractive, new senior housing infrastructure.

The new cottages at The Glebe will feature large, open floor plans up to 2,500 square feet, expansive living and dining areas, state-of-the-art kitchens, and a two-car garage with a front-row mountain view. The demand for the project is demonstrated by the fact that all the cottages have already been reserved.

"The Glebe is a beautiful five-star senior living community surrounded by gorgeous, landscaped views of the Blue Ridge and Allegheny Mountains," said Ellen D'Ardenne, Executive Director for The Glebe. "We are excited to enter this next phase of development with additional housing and upgraded dining experiences for current and future residents."

LifeSpire of Virginia purchased the 65 acres of the Ikenberry Orchards, where the community is located now, decades ago. The new cottages are being partially developed on the Ikenberry House property, which was purchased in 2013. "The old Ikenberry House was uninhabitable and unused space," said Mark Ikenberry. "Our family is happy to see the land go to good use by offering more housing options for local seniors in the community we care about so much."

Over the next 24 months, The Glebe will expand and add amenities to its already robust senior living community to include a larger multi-purpose room, renovated culinary spaces and a new tavern.

The Botetourt Room, The Glebe's multi-purpose room used to host community events, will get an upgrade by adding more than 1,300 square feet, allowing more room for community gatherings, performances, shows, and lectures. The room will total just over 3,700 square feet, offering more options than ever for entertainment.

The current Depot Café will get a complete makeover, emerging as The Marketplace, creating a modern, casual dining experience for residents. The new dining area will host additional seating, a covered patio and stone fireplace. Residents dining at The Marketplace will be able to enjoy an expanded cooking line and grill, a fire deck pizza oven, fresh salad bar and grab-and-go items. Private dining will be available in the newly decorated Blue Ridge Dining Room for special occasions and events, by reservation only.

Adjacent to The Marketplace will be a brand-new tavern with a large-screen television and billiards. The new tavern gives residents a place to gather, relax and enjoy spending time with each other in a shared space. In addition, a new coffee and bake shop is being added near the Allegheny Dining Room offering a warm ambiance, comfortable seating, and coffee artistry.

As part of the renovations, The Glebe's Assisted Living kitchen is being upgraded to provide an elevated dining experience for residents featuring fresh made-to-order meals.

"These projects represent a significant investment to our residents at The Glebe," said D'Ardenne. "Today's seniors want more options and want to stay independent as long as possible. We could not be more thrilled to provide these experiences now and in the future."



The **Bedford Bulletin** ran a large section of the release and also a rendering of the Cottages. The Bulletin also provided duplicate story pick-up in the Galax Gazette.

## The Glebe Senior Living Community breaks ground on \$25M major expansion

jaybondurant Jul 9, 2024



In all, 22 new cottages will be added to the campus. These new residences are designed to allow seniors to age in place, in a maintenance-free home. The first set of cottages is expected to be ready by early 2025.

Office

Daleville, Virginia- The Glebe, a LifeSpire of Virginia senior living community, held a formal groundbreaking yesterday to start its \$25 million expansion program. The groundbreaking was for 22 new independent living cottages. The event hosted more than 150 people including local leaders, the project architects, and current and prospective depositors for the cottages. The program included remarks by top leadership for The Glebe and lasted well into the evening with a gala dinner and music by members of the Roanoke Symphony Orchestra.

A total of 22 new cottages will be added to the campus. These new residences are specifically designed to allow seniors to age in place, maintenance and worry-free. The first set of cottages is expected to be ready by early 2025. The new cottages at The Glebe will feature large, open floor plans up to 2,500 square feet, expansive living and dining areas, state-of-the-art kitchens, and a two-car garage with a beautiful front-row mountain view. The demand for the project is demonstrated by the fact that all the cottages have already been reserved.



Senior living

### Senior Apartments 55+

Open



#### Senior Apartments 55+

Senior Apartment Communities 55+ At Affordable Deals. See More With These Top Searches

[Visit Site](#)

#### Trending Now

- 1 Truck accident on Moneta Rd interrupts power
- 2 Horse and Hound Festival rides off into the sunset
- 3 Pride and Spirit of Bedford Day
- 4 Town council authorizes utility rate study
- 5 Bedford Police seek fraud suspect

## Galax Online Version

### The Glebe Senior Living Community breaks ground on \$25M major expansion

jaybondurant Jul 9, 2024



In all, 22 new cottages will be added to the campus. These new residences are designed to allow seniors to age in place, in a maintenance-free home. The first set of cottages is expected to be ready by early 2025.

Daleville, Virginia- The Glebe, a LifeSpire of Virginia senior living community, held a formal groundbreaking yesterday to start its \$25 million expansion program. The groundbreaking was for 22 new independent living cottages. The event hosted more than 150 people including local leaders, the project architects, and current and prospective depositors for the cottages. The program included remarks by top leadership for The Glebe and lasted well into the evening with a gala dinner and music by members of the Roanoke Symphony Orchestra.

A total of 22 new cottages will be added to the campus. These new residences are specifically designed to allow seniors to age in place, maintenance and worry-free. The first set of cottages is expected to be ready by early 2025. The new cottages at The Glebe will feature large, open floor plans up to 2,500 square feet, expansive living and dining areas, state-of-the-art kitchens, and a two-car garage with a beautiful front-row mountain view. The demand for the project is demonstrated by the fact that all the cottages have already been reserved.

#### Senior Living & Memory Care

Rest, relax, and retire in style

We are committed to providing a comfortable, secure, and engaging environment.

Lynridge of Arlington

OPEN

#### Trending Now

- 1 Truck accident on Moneta Rd interrupts power
- 2 Horse and Hound Festival

Both the **Galax Gazette** and **The Declaration** receive stories from the Bedford Bulletin but both serve their own readership. The Galax paper usually runs its news items in an E-edition as well, although no sample of it is available. Directly below is a promo for the story inside the publications.

GALAX GRAYSON CARROLL [WWW.GALAXGAZETTE.COM](http://WWW.GALAXGAZETTE.COM) [WWW.BEDFORDBULLETIN.COM](http://WWW.BEDFORDBULLETIN.COM) **Galax Gazette** **Bedford Bulletin** **The Declaration**

Search / 9 results found Showing: 9 of 9

★ Follow this search

The Glebe

Advanced Search

NEWS

**The Glebe Senior Living Community breaks ground on \$25M major expansion**

jaybondurant Jul 9, 2024

Daleville, Virginia- **The Glebe**, a LifeSpire of Virginia senior living community, held a formal groundbreaking yesterday to start its \$25 million expansion program.

OBITUARIES

**Lois J. Crawford, 89**

Jun 15, 2022

Lois Jean Hogan Crawford, 89, passed peacefully on June 7, 2022, at **The Glebe** in Daleville, Virginia following a brief illness. The only child...

# Senior Industry Publications

Coverage of this kind is valuable in terms of attracting investment and also serves to boost recruitment within the industry for high-skill positions.

EFA showcases the highest standards in senior community design and construction.

environments  
for aging

NEWS

PROJECTS

TRENDS

EVENTS + COMPETITIONS

PRODUCTS

Q

f

t

i

n

@

news projects

The Glebe Senior Community Breaks Ground On Expansion In Daleville, Virginia

Posted by Tracey Walker | July 4, 2024

f t i n e

PHOTO COURTESY OF THE GLEBE

The Glebe, a senior living community operated by LifeSpire of Virginia (Glen Allen, Va.), broke ground on a \$25 million expansion in Daleville, Va.

The project will add 22 independent living cottages with full kitchens, 9-foot ceilings, and a patio or porch. The first of the cottages are expected to be completed by early 2025, according to website wset.com.

As part of the project, The Glebe is also renovating and expanding dining spaces, including a new coffee and bake shop, and pub and tavern. Community and multipurpose rooms are also being renovated.

On 65 acres of the Ikenberry Orchard, the community offers independent living, assisted living, and memory care neighborhoods. Services also include short-term and long-term physical, occupational, speech, and massage therapy.

healthcare  
design

CONFERENCE + EXPO

Save with Advance Rates through Aug. 14

REGISTER NOW!

Oct. 5-8, 2024 | Indiana Convention Center | Indianapolis

trade shows

efa

conference + expo

April 26-29, 2025

Central Bank Center, Lexington, Ky.

Find Out More

hcd

CONFERENCE + EXPO

Oct. 5-8, 2024

Indiana Convention Center, Indianapolis

Find Out More

10 Days Only

BIG SAVINGS ON NEW HOMES

Through 7/31/24

FIND YOUR HOME

10 Days Only

BIG SAVINGS ON NEW HOMES

Through 7/31/24

FIND YOUR HOME

10 Days Only

BIG SAVINGS ON NEW HOMES

Through 7/31/24

FIND YOUR HOME

latest issue

Promo listings  
of news stories  
which include  
The Summit

>

## The Glebe Senior Community Breaks Ground On Expansion In Daleville, Virginia

July 4, 2024 / News

The \$25 million project will add 22 independent living cottages and renovate dining and community spaces.

[Full Story »](#)

## Environments For Aging Announces Winners Of 2nd Annual Dining Competition

July 3, 2024 / Awards + Events

Inspirata Pointe at Royal Oaks in Sun City, Ariz., submitted by Perkins Eastman, took home top honors.

[Full Story »](#)

## Waltonwood Senior Living Plans New Assisted Living And Memory Care Community In Raleigh, North Carolina

July 2, 2024 / News

Waltonwood Lead Mine will have 95 units and is scheduled for a fall 2025 opening.

[Full Story »](#)

strategy + creative + marketing

The Glebe
   
 Blue Ridge Living



This story conveyed the core message point, that the LifeSpire brand is expanding. This was followed by other key information—in perhaps the most widely read publication in the senior living industry.

IN THE PIPELINE

## In the Pipeline: Kisco Completes Maryland Community; LifeSpire of Virginia Expanding

By **Austin Montgomery** | July 19, 2024

[Share](#)

**In the Pipeline is part of your SHN+ subscription**

*In the Pipeline is brought to you by the Senior Housing News Architecture & Design Awards, an annual competition that recognizes cutting-edge design, excellence, and innovation in senior living.*

### Construction: Planned

#### LifeSpire of Virginia starts on \$25 million renovation

The Glebe, a LifeSpire of Virginia community, has started its \$25 million project that will add more independent living cottages and upgraded amenities to the existing community.

The expansion includes 22 additional senior living cottage units and upgraded dining and additional space for community events.

The first cottages are expected to be ready by early 2025 and feature 2,500 square feet, expanded living space, upgraded

kitchens and two-car garages.

Updated amenities include an additional 1,300 square-feet of multi-purpose space and the community's dining rooms will be renovated and expanded with a full makeover.

### Subscribe

Receive industry updates and breaking news from SHN



SUBSCRIBE

### SHN+ Exclusive

KEY INSIGHTS



# Social Media

One of the best ways to boost your social media by inserting third-party new stories. These assets imply third-party endorsement for your brand and build credibility in your Facebook audience base. LifeSpire staff has skillfully repurposed the Expansion news coverage to extend reach and increase impact of the campaign program investment.

# The Glebe social media

The Glebe Groundbreaking news coverage was effectively extended via the The Glebe's Facebook page. This story in the Fincastle Herald was reposted to the Glebe Facebook page.





Several of the TV stations who covered the Groundbreaking shared it on their websites and also on the YouTube where it can viewed as well. One TV outlet has 92.4K followers.



Search



# PR Campaign Recap

- The Glebe Groundbreaking and Expansion Campaign got off to an excellent start with this initial announcement and news initiative. The program yielded extensive high-value exposure in the market area, with a total area reach of 450K-plus persons.
- The media relations outreach has developed a range of solid news contacts who are clearly interested in covering The Glebe. The way is paved for effective, ongoing media coverage.
- Much of the coverage assets are in online form and so will be available to influence the market for years to come. They will also fuel improved SEO for The Glebe as searchable, online content well into the future.
- This program yielded excellent ROI on PR dollars spent as it yielded a conservative estimated Advertising Equivalency Value (AVE) of \$35,500+. This is based on historical media costs previously derived for this area and coverage for this campaign.

# Thank You!

This concludes your PR Campaign Report. Please bring any comments or questions to the attention of Bill Pemberton at [wm.Pemberton@outlook.com](mailto:wm.Pemberton@outlook.com), or call 469-763-2197.