



PR Coverage Report

The Summit at Lynchburg – Expansion Campaign
March 6 – 16, 2024

The
SUMMIT

Submitted
April 1, 2024

Program Summary

- The Summit's \$80 Million Expansion Program Campaign was a major success in terms of reach, messaging and multi-media platforms.
- Leading media outlets in both Roanoke and Lynchburg--and many smaller, rural outlets—carried the story.
- Coverage featured outstanding graphics and quotes from The Summit leadership
- A large percentage of local market consumers saw the message more than once
- The Blue Ridge Commons and Café opening also was included in news coverage
- The senior living industry also was alerted to The Summit's growth plans

News Package



News Release

MULTIPLE PHOTOS INCLUDED

FOR IMMEDIATE RELEASE

The Summit expansion to create new senior housing and care options, add jobs, and boost the local economy

LYNCHBURG, VA, March 06, 2024 – The Summit, a premier senior living community serving greater Lynchburg and the surrounding areas, announced major expansion plans and a new direction that will create dozens of new residences and an estimated 40 new, career-focused jobs. This will attract increased consumer spending from across The Summit's 40-mile service area.

This new expansion will also create a greater supply of senior housing options with the services, independence, and freedom of choice that today's seniors expect. This directly addresses an increasingly acute need in central Virginia, where wait lists for providers with a continuum-of-care service model are often the norm.

The nonprofit LifeSpire of Virginia, which acquired The Summit in late 2021, has earmarked more than \$80 Million for renovations and new construction over the next 24 months.

LifeSpire's nonprofit roots mean that revenues are reinvested directly into its communities for the benefit of residents and team members. For example, The Summit has already completed \$ 2.5 million in renovations of the Blue Ridge Commons which includes the new Blue Ridge Café serving breakfast and lunch. The completed renovations included a kitchen expansion in Assisted Living. During April, they will complete a large veranda with a fireplace, where residents can enjoy both planned and impromptu outdoor gatherings with neighbors.

As Virginia's senior population swells to an expected 2.2 million people by 2030, one out of every five Virginians will be 65 or older. The Summit's cutting-edge investments will answer the growing demand for flexible options that promote independence and active lifestyles. The community's transformation emphasizes increased choice of housing options and finishes, services, and amenities while fostering accessible healthcare and a vibrant sense of community.

"Older adults in Lynchburg and the surrounding areas have faced significant waitlists for senior communities, leaving some residents without access to maintenance-free living or integrated healthcare services," said **Kristi Martin, Executive Director** at The Summit. "With expansion on the horizon and some current availability, we're happy to be able to offer a choice."

-more-

The main press release was a robust narrative of growth and local market impact by The Summit. Our messaging was used extensively and, in some cases, verbatim.

Modern choices for a new generation of seniors

The Summit's major development initiatives cater to a new generation of seniors, prioritizing modern amenities, holistic wellness programs, flexible care and maintenance-free living with the benefits of a supportive community. Research shows that seniors want to maintain an independent lifestyle yet have access to care when needed so they won't have to move when their needs change. The Summit delivers on all fronts.

Research also shows that today's seniors are seeking more and different kinds of housing options. Over the next two years, The Summit is constructing a unique, pocket neighborhood with 18 new cottage homes that include features like covered patios, fenced outdoor patios and two-car garages. The expansion will also include new villas with covered outdoor living areas. The Villas will feature windows on three sides, bonus rooms and dens and each residence comes with garage parking. All residents at The Summit enjoy the perks of community living such as included interior and exterior maintenance, security and access to all campus amenities. The cottages and villas are the first of their kind in Lynchburg.

Flexibility and new levels of care

Residents at The Summit have access to all levels of on-site care. Other planned services address changing expectations around family caregiving, memory support and holistic wellness. Since today's seniors value independence above all else, The Summit offers comprehensive care options in its assisted living environment, thus delaying or preventing the need to move to nursing care. Should that move prove necessary, residents at The Summit have the freedom to choose a nursing care option, such as Summit Health and Rehabilitation Center directly on campus. There, The Summit provides full care coordination for residents who select this independent resource.

The new memory support neighborhood included as part of The Summit's expansion plan will also feature flexibility and choice. For example, should one spouse develop advanced dementia, one could remain in their home and the other move into the memory support area, allowing them to stay together on the same campus.

Location: Delivering a vibrant, active lifestyle

Part of The Summit's allure stems from its unique 125-acre campus, which is comprised of scenic trails, a 10-acre lake for fishing, kayaking, canoeing and peaceful forest areas that almost make it hard to believe the community is conveniently located in the walkable Wyndhurst area. Residents have the choice to participate in a variety of on-campus community groups including book clubs, art and craft groups and lifelong learning programs.

Just outside The Summit's doors, Wyndhurst offers easy access to restaurants, shopping, medical services and more. The Summit offers a shuttle service to the Jamerson Family YMCA down the street. With Lynchburg's renowned historical attractions, like neighboring Thomas Jefferson's Poplar Forest, vibrant arts scene and other downtown activities just minutes away, residents never run out of things to do or places to explore.

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Today's seniors want to remain in control of their lives

To support the senior consumer's desire to maximize and extend independent living, The Summit's expansion aims higher than simply upgrading amenities. The end goal focuses on flexibility in lifestyle, housing, and care catered around individual needs and preferences rather than forcing seniors into rigid models. Residents can customize The Summit experience on a very individual level, based on their personal interests and abilities, a benefit The Summit refers to as AL-Plus.

From home-style selections to chef-crafted cuisine and maintenance-free living with complete peace of mind, The Summit redefines the senior living experience. Now, seniors in Central Virginia can have it all — independence, community, services, location, choice, and peace of mind.

About LifeSpire of Virginia

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 1,400 residents and employs nearly 1,100 team members. To learn more, visit lifespireliving.org.

Media Contact:

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bdixon@summitlynchburg.org

PLEASE SEE THE FOLLOWING PAGE FOR STORY PHOTOS / CUTLINES

News Package: Photos/Graphics

The Summit News Package included a very robust set of graphics. 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.

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



PHOTO A: Seniors at The Summit can enjoy several independent living residence options, including stand-alone cottages, while still benefitting from all community amenities.



PHOTO B: The Summit is adding a variety of creative housing options that let seniors select across a range of styles and sizes. New cottages will include covered porches, fenced yards, and lake views.



PHOTO C: Today's seniors insist on maintaining an active lifestyle. Here, residents at The Summit enjoy the walkable shops of nearby Wyndhurst.



PHOTO D: The Summit opened its new Blueridge Commons and Cafe on March 6, 2024—as part of a \$2.5 Million renovation project—and the first stage in a planned \$80 Million expansion program over the next 24 months.

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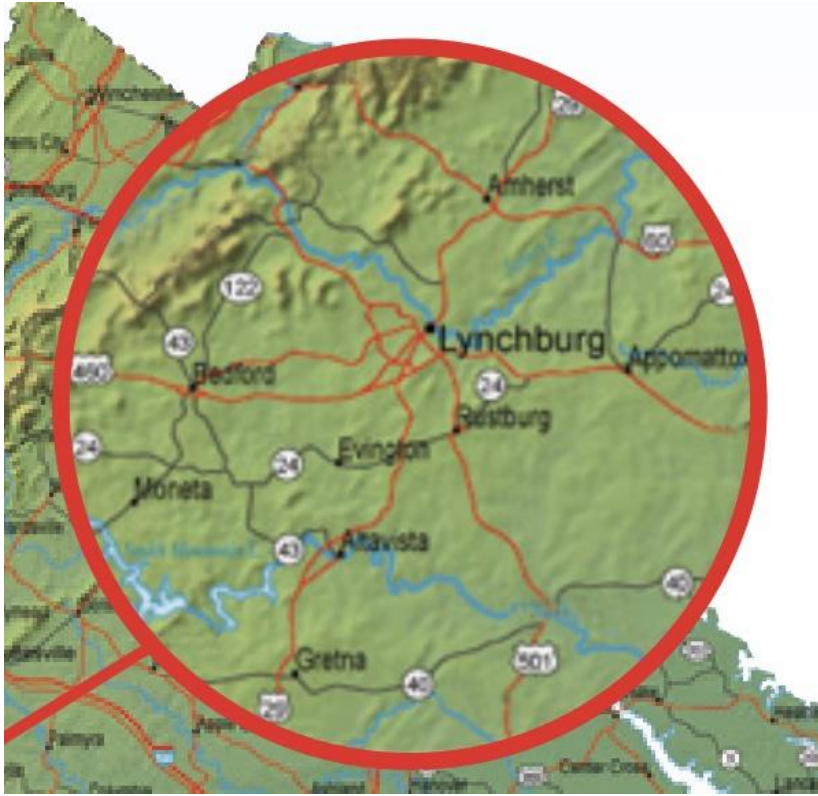
Coverage Analysis

Media Outlet	Readers/Viewers	Online Audience	Combined Adv value	Ad Equivalency / PR Factor x 4
Lynchburg N&A	78,900	Online Val. \$3,150 Print Va. \$5,000	\$8,150	\$32,600
Bedford Bulletin	7,000 +	NA	\$1,050	\$4,200
Galaxy Gazette	2000+	NA	\$840	\$3,360
The Declaration	1868	NA	\$840	\$3,360
Environments for Aging	10,600 *UVM	NA	\$1838	\$7352
WSLS-TV 10	3k+	Website: NA YouTube: 94.2 K	\$400	\$1,600
WSET-TV 13	30k+	Website: NA	\$900	\$3,600
Newsbreak	50M	NA	NA	NA
Lynchburg Regional Alliance	NA	Website: NA	NA	NA
TOTALS / ALL MEDIA	133,368 Reach		\$14,048	\$56,072 AVE VALUE

***Notes:** NA stands for Not Available or Not Applicable. **Ad Equivalency Value (AEV):** Time-proven formula takes advertising cost for same amount of media space/airtime and then multiples it by 4X-to-9X to account for higher readership and credibility of news content. A very conservative 4x factor used here. **UVM** stands for Unique Visitors Monthly.

Coverage Samples

Newspaper



The Free Book Bus
Nonprofit now making monthly stops at Nelson Co. schools. **A2**

Commanders football
Howell traded, Mariota ready to play or mentor young QB. **B1**



GEORGIA
PROSECUTOR WITHDRAWS
Leaves election interference case vs. Trump after relationship with DA. **A7**

The News & Advance

Saturday, March 16, 2024

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LYNCHBURG | THE SUMMIT

Expansions underway at senior living community

\$80M invested in building independent living cottages and villas; 40 positions to be created

RACHAEL SMITH
The News & Advance

The Summit Senior Living Community has announced new developments aimed at enriching the lives of its residents and catering to the evolving needs of senior citizens in Central Virginia.

Brenda Dixon, marketing director at The Summit, said plans have been created to provide a holistic living experience for seniors. The focal point of the expansion revolves around the concept of creating vibrant, interconnected spaces that blend

indoor and outdoor living.

The first phase of the expansion will introduce 18 cottages, forming a pocket neighborhood within The Summit's grounds located at 1400 Enterprise Drive. Each cottage will feature private patios and enclosed garden areas, which Dixon said will provide for a sense of community and tranquility. The cottages will have folding glass doors, inviting natural light to flood the living spaces and providing residents with the option to connect with

Please see **THE SUMMIT**, Page A5

PRINT VERSION: Ran on front page of Sat., March 16 Edition and carried over to A-5 (also online, see following pages)

LN&A Did their own interview and story. Excellent quotes from The Summit Executive Staff.

The Summit

From A1

the outdoors.

"The Summit is poised to be the premier destination for retirement in Central Virginia," Dixon said.

Following the cottage construction, attention will turn to a memory support neighborhood, comprising 20 rooms tailored to individuals with advanced Alzheimer's disease and dementia.

Furthermore, a 30,000-square-foot expansion adjacent to the Blue Ridge Commons will redefine communal living at The Summit. This extension will feature a new dining room, a chat room and a dedicated wellness floor equipped with new pools — including a swimming pool, lap pool as well as a hot tub. The incorporation

of expansive windows and adaptable doors will facilitate an easy transition between indoor and outdoor recreational spaces, Dixon said.

In addition to these structural enhancements, The Summit is introducing villas, offering a blend of cottage and apartment living. These villas will provide residents with spacious accommodations, abundant natural light and the convenience of garage parking, adding new housing options to residents.

"We're working to meet the demands of baby boomers. So, for people that are needing retirement options, we're hoping to provide more independent living opportunities for people now," she said. "So, 2027 is when we're going to have the hybrid villas, the cottages, the expansion and memory support up

and running ... then we're going to continue to add those hybrid villas and so eventually, we'll have about double. We're going from about 100 units to close to 200 units."

The Summit is investing more than \$80 million in these expansions, Dixon said.

Dixon said the decision to expand is rooted in The Summit's commitment to meeting the growing demand for senior living options, particularly amidst the aging baby boomer population. With a projected completion date of 2027, The Summit aims to nearly double its current capacity, offering close to 200 units to prospective residents.

"Older adults in Lynchburg and the surrounding areas have faced significant waitlists for senior communities, leaving some

residents without access to maintenance-free living or integrated healthcare services," Kristi Martin, executive director at The Summit, said. "With expansion on the horizon and some current availability, we're happy to be able to offer a choice."

The expansion initiative extends beyond physical infrastructure, as it will also create 40 new jobs within the community including certified nursing assistants and medication aide positions.

"We are a nonprofit, so we're interested in making sure we're investing not only in the residents but also that we have a really great career path for our team members," Dixon said.

Rachael Smith,
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Rachael Smith

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News

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Bedford County to be featured on Real Virginia program

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The Summit expansion to create new senior housing and care options



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Forest Middle School competes at NASA drone competition



Office

The Summit opened its new BlueRidge Commons and Cafe on March 6, 2024, as part of a \$2.5 Million renovation project—and the first stage in a planned \$80 Million expansion program over the next 24 months.

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Mar 13, 2024



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- 5 The Summit expansion to create new senior housing and care options

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OUR BEDFORD STORIES

BEDFORD CAME TO HELP WHEN GREAT GRANDMA'S HOUSE CAUGHT FIRE

By Barbara Smith
In 1959, my family home which belonged to my great grandma caught on fire. My great grandmother and my mother and my dad along with 12 children were living in the home. Everything we owned from top of the foundation was in our home. I get upset when I talk about this. My baby sister was upstairs. She was crying. We thought she was saying "frog." Mom sent somebody up there to see. She was about two years old. The rest of us left without a fight. We went out, grabbed each other's hands and took the pictures. And we hollered "FIRE!" Momma told us to get across the road. But I stuck with her. I was 13 years old. She had a trunk because she thought it was full of important papers. But it was my grandma's trunk with her junk. I had to tow that trunk on my knees because I couldn't push it. We got the trunk across the road. Momma was going back to the house because she had to get the till that my daddy just bought. And she went behind the house to get the till. She ran behind the house. The house fell on Momma. I was running back up there to her when a



Barbara Smith.

man caught me to hold me back. And then this lady that lives up on the hill came to me and say "where's Bessie?" And I told her "Up there!" She went up there and saw Momma had gotten to the coal bin and was all covered in smoke. If it had not been for her I would have lost my momma. But we lived in her home for a while. And then we got another home and had a better life — mom and dad and the kids. The kids have all grown and left home. We had some good people. We have a good community giving up things and helping. I want to thank Bedford for coming together and giving and helping on the day when somebody's house catches on fire. Everybody comes out — that's what makes Bedford.

Barbara was born in Bedford County and has lived here most of her life with brief stints in New Jersey and Roanoke. She has worked in many capacities including as a dietician at Roanoke Memorial Hospital. Bedford Get Together collected over 80 "Our Bedford Stories" from Town and County residents in 2023. These were short stories about their experiences in Bedford and each storyteller chose the topic of their story. The Bulletin has agreed to publish these stories throughout the year. Simultaneous with publication, each story will be added to the Bedford Get Together website at bedfordgettogether.com. You are invited to visit to comment on this story or to tell your own story.



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Galax Online Version

News

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The Declaration

The Declaration Newspaper Version



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The Declaration Mar 13, 2024

OUR BEDFORD STORIES

BEDFORD CAME TO HELP WHEN GREAT GRANDMA'S HOUSE CAUGHT FIRE

By Barbara Smith

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This new expansion will also create a greater supply of senior housing options with the services, independence and freedom of choice that today's seniors expect. This directly addresses an increasingly acute need in central Virginia, where wait lists for providers with a continuum of care service model are often the norm.

The nonprofit LifeSpire of Virginia, which acquired The Summit in late 2021, has ear-

marked more than \$80 Million for renovations and new construction over the next 24 months. LifeSpire's nonprofit roots mean that revenues are reinvested directly into its communities for the benefit of residents and team members. For example, The Summit has already completed \$2.5 Million in renovations of the Blue Ridge Commons which includes the new Blue Ridge Café serving breakfast and lunch. The completed renovations included a kitchen expansion in Assisted Living. During April, they will complete a large veranda with a fireplace, where residents can enjoy both planned and impromptu outdoor gatherings with neighbors.

As Virginia's senior population swells to an expected 2.2 million people by 2030, one out

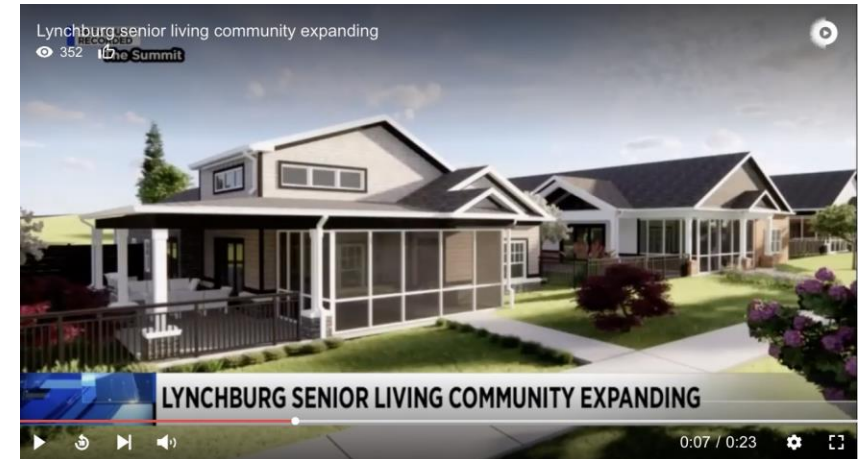
of every five Virginians will be 65 or older. The Summit's cutting-edge investments will answer the growing demand for flexible options that promote independence and active lifestyles. The community's transformation emphasizes increased choice of housing options and finishes, services, and amenities while fostering accessible healthcare and a vibrant sense of community.

"Older adults in Lynchburg and the surrounding areas have faced significant waitlists for senior communities, leaving some residents without access to maintenance-free living or integrated healthcare services," said Kristi Martin, Executive Director at The Summit. "With expansion on the horizon and some current availability, we're happy to be able to offer a choice."

Television



WSLS -TV 10 ABC Affiliate



<https://tinyurl.com/WSLSTVStory>



WSLS-TV NBC Affiliate

Promos on website

LYNCHBURG



20 HOURS AGO

Lynchburg police report says violent crime down 10% from previous year

In the Hill City, a new report from Lynchburg police says crime is down, which some residents find surprising.



2 HOURS AGO

Senior living community to expand to Lynchburg

Major expansion plans are coming to Lynchburg.



2 DAYS AGO

Fierly two-vehicle crash in Lynchburg under investigation

One person was sent to the hospital after a fiery two-vehicle crash in Lynchburg.



3 DAYS AGO

Lynchburg's first Wawa coming to Rosedale Development

Wawa is officially on its way to Lynchburg.



17 HOURS AGO

Wawa proposed for Lexington area



19 HOURS AGO

Senior living community to expand to Lynchburg



16 HOURS AGO


Consumer Reports | Improving indoor air quality


22 HOURS AGO




WSLS-TV also ran story on their YouTube Channel

This is a solid media hit since they have 94.2 thousand subscribers to their YouTube Channel. Also this will be a long term news asset, viewable for months and even years to come.









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Online Story



LOCAL NEWS

Published: March 7, 2024 at 4:41 PM
Updated: March 8, 2024 at 12:55 PM

Tags: Lynchburg, Development



Senior living community to expand to Lynchburg



LYNCHBURG, Va. – Major expansion plans are coming to Lynchburg.

The Summit, a senior living community, announced its new expansion will create dozens of new residences and an estimated 40 new career-focused jobs.

The development will also create a greater supply of senior housing options.

Great photo of new café and commons area;
cutline announces opening

The development will also create a greater supply of senior housing options.



The Summit opened its new Blue Ridge Commons and Cafe on March 6, 2024—as part of a \$2.5 Million renovation project—and the first stage in a planned \$80 Million expansion program over the next 24 months. (The Summit) (Copyright 2024 by WSL 10 - All rights reserved.)

More than 80 million dollars have been reserved for renovations and new construction over the next two years.

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WSET TV 12 Lynchburg



View Story at: <https://tinyurl.com/WSETStory>










WSET-TV provided extensive online coverage at their website.

The Summit announces \$80 million expansion for new community center, cottages and villas

by Hayden Robertson | Thu, March 7th 2024 at 11:44 PM



The Summit holds a ribbon-cutting ceremony for its new \$80 million expansion. (The Summit)







LYNCHBURG, Va. (WSET) — The Summit Senior Living Community has announced they are expanding, investing millions in Lynchburg, and bringing dozens of new jobs.

The Summit said they are investing \$80 million to build a new 30,000-square-foot community center, as well as new independent living cottages and villas.



The Summit's new community center entrance. (Credit: The Summit)

Marketing Director Brenda Dixon said this is the first expansion for the community since it opened in 2003.




Fidelity vs. Vanguard vs. Schwab

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"There's a lot of excitement around," Dixon said. "We're adding additional amenities; the 30,000 square foot expansion that will have a pool, more amenity space, extra dining venues, and a tavern. We are also adding independent living units; we're building 18 new cottages that'll be a pocket neighborhood. We're also adding villas, which are a hybrid between cottages and apartments; so there are going to be a lot of great additional opportunities who are on our waiting list and interested in moving into the Summit."

SEE ALSO: [New Lockbox Storage location opens on Timberlake Road in Lynchburg](#)



The Summit announced the expansion of their independent living villas. (Credit: The Summit)

Dixon said construction is already slated to start this year on the expansion.

"The cottage expansion is actually starting this spring," Dixon said. "The 18 cottages; we've sold half of those, and we are hoping to get through the others rather quickly. The expansion for our memory support and 30,000-square-foot addition will hopefully break ground later this year or early next year."

The marketing director said the goal is for people to come and enjoy living in the community they've created and designed and have whatever needs they have met.



The Summit's new independent living cottages. (Credit: The Summit)

CONTINUE READING: [Rocky Mount's Magnolia Closet launches, provides affordable high-end fashion](#)

"People are coming for a lifestyle," Dixon said. "They are coming for activities and events. They also have peace of mind knowing that if they need care in the future, they're going to be able to stay right here at the Summit and have help in our assisted living and those higher levels of care. We're a life plan community; people move here before they have a need - before they need assisted living. The selling point is that they get to continue living their life, and they're going to have a lot of support services in place like housekeeping, flexible dining plans, they have maintenance-free living and to enjoy everything we have here."

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Dixon said the new cottages will be open and completed by 2025, and the new community center and villas will be completed by 2027.

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Heartis Buckhead, Atlanta: 2023 EFA Design Showcase Honorable Mention

The urban high-rise senior living community will be a featured tour at the 2024 EFA Conference + Expo.
[Full Story »](#)

news

Culpepper Garden Affordable Senior Living Community Plans Renovations In Virginia

March 15, 2024 | News

The project includes a \$2 million upgrade to the independent living and assisted living neighborhoods.

Benchmark At Alexandria To Open In Mixed-use Development In Virginia

March 14, 2024 | News

The senior living community features a rooftop deck with views of the Washington Monument, multiple dining venues, and fitness facilities.

Bethany Village To Expand Independent Living Community In Horseheads, New York

March 13, 2024 | News

The project at Orchard Homes will add 24 energy-efficient duplexes.

The Summit CCRC Plans \$80M Expansion In Lynchburg, Virginia

March 12, 2024 | News

The project will comprise a 30,000-square-foot community center and new independent living residential cottages and villas.



Promo listings
of news stories
which include
The Summit

news

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Del Webb Southern Harmony Opens In Nashville, Tennessee

March 11, 2024 | News

The 55+ active adult senior community include 1,100 homes and resort-style amenities.

Tucker Tower Affordable Senior Living Community Opens In Miami

March 8, 2024 | News

The 62+ community has 120 residential units.

Heritage Senior Living To Add The Birches At New Hope In Solebury, Pennsylvania

March 7, 2024 | News

The 98,000-square-foot community is slated to open in 2025.

Rose Villa Senior Living Names New CEO

March 6, 2024 | News

Glen Lewis, who succeeds Vassar Byrd, will assume the role in April.

2024 EFA Conference Names Site Of Annual Networking Party

March 6, 2024 | Awards + Events

The Punch Bowl Social in Atlanta will host a game-filled gathering for conference attendees on Monday, April 15.

2024 EFA Conference Announces Community Tours In Atlanta

March 5, 2024 | News

Heartis Buckhead senior living community and the newly renovated Kwalu Showroom will be featured tours at the EFA Conference this April.

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news projects

The Summit CCRC Plans \$80M Expansion In Lynchburg, Virginia

Tracey Walker | March 12, 2024



The Summit, a continuing care retirement community (CCRC) in Lynchburg, Va., is undergoing an \$80 million expansion, according to the website [wset.com](https://www.wset.com).

The project will add new independent living cottages and villas.

Additionally, a 30,000-square-foot community center with a pool, dining venues, and tavern will be built on the campus. The community center is slated for completion by 2025.

As part of the expansion, the CCRC also recently opened the new Blueridge Commons and Cafe.

MORE NEWS PROJECTS

Social Media

Social Media – The Summit Facebook

The Summit made good use of news coverage to leverage coverage beyond earned media to its owned media.



The Summit

5d · 🌐

The Summit made the front page of [The News & Advance](#) today!

We're thrilled to announce our \$80 million expansion, bringing even more to our community! This means new housing options, new jobs, upgraded facilities at our retirement community. Stay tuned for exciting updates! You can read the story in the comments below.

[#TheSummit](#) [#Expansion](#) [#SeniorLiving](#)

Internal social media

The TV news coverage was effectively extended via the The Summit's Facebook page.



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Welcome to NewsBreak, an open platform where diverse perspectives converge. Most of our content comes from established publications and journalists, as well as from our extensive network of tens of thousands of creators who contribute to our platform. We empower individuals to share insightful viewpoints through short posts and comments. It's essential to note our commitment to transparency: our [Terms of Use](#) acknowledge that our services may not always be error-free, and our [Community Standards](#) emphasize our discretion in enforcing policies. We strive to foster a dynamic environment for free expression and robust discourse through safety guardrails of human and AI moderation. Join us in shaping the news narrative together.

Special media aggregator website: Newsbreak.
They claim over 50 million users. Not possible to assign audience/cost for an individual listing.



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The Summit announces \$80 million expansion for new community center, cottages and villas

By Hayden Robertson, 14 days ago

[Go to Publisher's website](#)



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Ribbon Cutting: The Summit

This coverage resulted from a preliminary media alert on the Ribbon Cutting for the Blue Ridge Commons & Café.



Ribbon Cutting for Bloom Studio 🎉

Join us for a ribbon cutting to showcase the newly renovated Blue Ridge Commons and Cafe at The Summit Life Plan Community! Witness the culmination of a \$2 million revitalization project, designed to enhance your experience, and enrich our vibrant community. This exciting event marks the final chapter before the \$80 million expansion begins, showcasing our commitment to continuous improvement and resident well-being.

Enjoy retirement living focused on relaxation, peace of mind, and freedom. The Summit Life Plan Community is on a 143-acre campus with easy access to a complete continuum of long-term care if you need it. With maintenance-free living, luxurious amenities, and an array of activities, you'll be free to enjoy retirement at its best.

Ribbon Cutting: The Summit

Set a Reminder

🕒 Date and Time

Wednesday Mar 6, 2024
11:00 AM - 12:00 PM EST

📍 Location

The Summit
1400 Enterprise Dr
Lynchburg, VA 24502

PR Campaign Recap

- The Summit 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, specifically a total reach of 133,368 persons.
- The media relations outreach has developed a range of solid news contacts who are clearly interested in covering The Summit, adding to the ones already known by The Summit staff. The way is paved for ongoing media coverage.
- Much of the coverage assets are in online form and so will be available to influence the market for months to come. They will also fuel improved SEO for The Summit as searchable, online content.
- This program yielded excellent ROI on PR dollars spent as it yielded far more value \$56,072, than the money invested as demonstrated in ad equivalency value.