



June 5, 2020

A Message from Jenifer Salamino and Jeff Slichta, Senior Vice Presidents of Operations

Dear Sunrise Residents and Families,

We want to begin by acknowledging the difficult times we are in. We were already all navigating an unpredictable and insidious novel coronavirus. And now for many, including our residents, families and team members, we are grappling with acts of hate and violence, and seeking expressions to help move us forward with renewed hope and justice.

At Sunrise, we too are heartbroken by the tragic events that occurred in Minneapolis and extremely moved by the way groups are coming together to make things better. We are incredibly proud of the diversity reflected in our team members, residents and families and stand firmly for and support the equal rights of all, including for all of those in our communities. Sunrise was founded on principles of preserving dignity, celebrating diversity and caring with a serving heart. You no doubt see these principles in action each and every day as our teams remain committed to caring for our residents and each other even in the face of incredible adversity. They are a positive example for all of us and prove that, while some heroes may wear capes, at Sunrise, our [Heroes Wear Orange](#).

Another founding principle at Sunrise is our commitment to creating meaningful, personalized experiences for all who live here. It's a big part of what makes this more than just a community but a warm and welcoming home. In order to meet the unique needs of our residents, our team continues to rely upon feedback. Residents and families can do this through frequent, direct feedback to our team members and communities and through Customer Experience surveys that are given at certain milestones including move-ins, anniversaries and more.

Especially during these uncertain times, we want to let you know that we are listening – about your experiences both within and outside our community. And, we want to share some updates based on recent feedback that we've received.

Because of current restriction on all but medically necessary visitors, residents and families have expressed concern about the isolation that some may face. While it's important that we continue to abide by guidance from the Centers for Disease Control and Prevention (CDC) and other health and government agencies, we also know how important it is for residents to stay engaged, active and connected.

Especially as the weather gets warmer, many of our residents want to spend more time outside. We have measures in place to assess each resident's personal wants, needs and abilities, and if it's deemed safe, we support them in enjoying one-on-one and independent activities - to include going on walks and getting exercise – outside.

We continue looking for other ways to introduce more normalcy into residents' daily routines and help them safely spend more time out of their suites. We are pleased to share that we are evaluating outdoor community visits, socially distant small group activities and outside-of-suite dining in some communities with no active cases of COVID-19. These steps are being taken very carefully, with infection control and safety measures in place and in coordination with state/provincial and local departments of health. We are carefully monitoring how these initiatives progress and are hopeful that we can begin implementation across the company soon.

As we've shared before, we have also put a number of measures in place to ensure our residents can maintain close connections with loved ones despite not being able to visit in-person, to include virtual visits on community iPads. We are also exploring new ways of keeping Sunrise families connected and informed of what's happening in our communities and are seeking even more opportunities to collect frequent, valuable feedback.

Though everyone's facing new challenges during these truly unprecedented times, we are proud to continue helping our residents have joyful experiences and meaningful days. As always, we are here to serve you and your loved ones.

We encourage you to continue to provide feedback and reach out to your community leadership frequently with your questions or concerns

Thank you for your continued support and partnership. From all of us at Sunrise, we wish you and your families the very best.

Sincerely,



Jenifer Salamino and Jeff Slichta
Senior Vice Presidents of Operations