

Press Release

Contact: Page Stafford/Bill Pemberton Forté PR
Phone: (214) 890-7912 ext 26
Mobile: (214) 477-6695

FOR IMMEDIATE RELEASE
July 30, 2013

New digital tools reaching a broader audience – making the search for senior communities in New Jersey faster and easier

New Jersey, July 30, 2013: As highly mobile Baby Boomers are become increasingly technologically savvy, they are turning to their cell phones and computers for key information on the go—including comparative data on senior communities for them or their aging parents. As a result, senior communities who want to be “in the hunt” for consideration, must make their information highly accessible by mobile devices. In response, **New LifeStyles**, the ultimate “Source for Seniors”, is making sure it stays current and on the cutting edge of how people are receiving information. Not only have they been the leader in the industry since releasing their first print guide in 1987 and launching their website in 1995, they now have a digital guide, iPhone app, and a mobile site – all free of charge to the consumer – to accommodate the person on-the-go.

“With these new digital channels, senior communities and care providers are able to reach more people helping the consumer make fast and well-informed decisions from

anywhere,” said **Doug Fusella**, President and COO of New LifeStyles. “No other senior living search resource offers all of these advanced options or caters to all ranges of people along the technology-savvy spectrum.”

For example, the new digital guide provides a digital layout of the current New LifeStyles print version, which has been the industry standard since its inception in 1987. This caters to users who are less familiar with mobile apps, yet still prefer to view the complete issue of the publication. Accessing the New LifeStyles digital guide not only allows users to flip through every page digitally on their phone, computer or personal tablet, but adds fully interactive functionality to the guide by offering linking to other pages and websites, and allowing the emailing of pages of the digital guide to friends or other family members.

For the on-the-go user, the New LifeStyles iPhone app offers its updated geo-mapping system that allows users to see every senior community or health care provider nearby based on a user’s current location. Each community “pin” is color-coded to identify community by type, such as retirement and assisted living communities, nursing and Alzheimer’s care, and more. The display includes all licensed facilities, so it is unbiased and comprehensive. Users have the option of tailoring searches to a specific region or a specific type of care. Once they find a community of interest, they can map it, call it, read a description of its services, visit its website, email questions and more.

For those using a Blackberry or Android, New LifeStyles also offers a mobile site designed for easy searching and ordering. You can simply visit www.newlifestyles.com

on your smart phone to be directed to the mobile site. An even more advanced web site is scheduled to be launched this summer.

“Seniors and their adult children are more technologically advanced than ever before, so we needed to make sure we were providing different ways for our users to get information and to make that process as simple and thorough as possible,” said **Bill Porter**, Regional Account Executive of New LifeStyles. “Coupled with our print guide and website, our mobile site, digital guide, and iPhone app allow senior communities to reach their target audience from any location no matter how they choose to search. Being able to add this kind of value at no additional cost to our customers is a huge plus.”

New LifeStyles is the most established source for senior living options, providing comprehensive, quality information on senior communities and care options. New LifeStyles’ services help seniors make an informed, comfortable decision about their future. In addition, these extensive resources are easily accessible - not only saving users time and money, but also reducing the frustration of trying to find information from multiple sources, agencies, or organizations. Whether looking for a nursing, retirement, or assisted living community, home care or something else, New LifeStyles can help seniors and their loved ones make the best decisions to fit their needs. For more information about New LifeStyles, please visit www.NewLifeStyles.com or call 1-800-869-9549.

Photo courtesy of New LifeStyles (from left to right):

- #1 New LifeStyles iPhone app offers its updated geo-mapping system that allows users to see every senior community or health care provider nearby based on a user's current location.**

- End -