



*Family Owned & Operated Senior Living Company
Continues Mission By Engaging Design And Contracting
Firms To Improve Resident Lives Throughout Indianapolis*

PRESS RELEASE FOR IMMEDIATE RELEASE

Indianapolis, IN (September 2, 2015) – **Bloom Senior Living**, a family-owned and operated company with nearly 50 years of senior care experience, announced today that it engaged nationally recognized and award winning design and construction / contracting firms, **Direct Supply, Inc.** and **DMK Development Group**, to continue improving its Indianapolis communities, **Bloom at German Church** and **Bloom at Eagle Creek**, with extensive renovations.

Inspired after the Bloom principals experienced the challenge of finding the right home for their grandmother when she began suffering from Alzheimer's, Bloom offers a modern, lifestyle approach to healthcare that caters to the needs of each individual. Entering a Bloom community does not mean checking your lifestyle or personality at the door. Since 1965, Bloom's mission has been simple yet aspirational: to enable residents to continue living full lives, by enjoying their favorite activities while discovering new ones, and blooming into their best selves through growth and discovery. Bloom is committed to creating a living environment that fosters self-growth and self-actualization for its residents by providing them with the tools, resources and encouragement to flourish.

As part of this process and consistent with Bloom's mission, Bloom has committed extensive resources to renovate its two Indianapolis communities. Bloom selected Direct Supply and DMK not only because of their commitment to excellence, but because they understand both residential and commercial design. The outcome will be an environment that delivers aesthetics, comfort and a higher level of detail while maintaining the functionality required for commercial use. These elements will ensure that residents feel at "home" as opposed to in a sterile environment.

This is just another step in furtherance of Bloom's mission to become the provider of the choice in Indianapolis, which began 4 years ago when it first acquired Bloom at German Church (f/k/a Autumn Glen) and Bloom at Eagle Creek (f/k/a Autumn Park). Since that time, (1) Bloom recruited a nationally recognized management team sharing Bloom's high standards, core values and passion lead by industry leaders James Kesler and Gabe Thayer; (2) rebranded and re-programmed operations to be consistent with Bloom's brand and operating style; and (3) now commits significant resources designed to enhance the residents' lives and make Bloom communities an even better home. With 111-units on both the East and West side of Indianapolis, Bloom is committed to offering families a wide range of services and choices to meet their needs throughout the region.

For additional information, please contact James Kesler: Admin@bloomatgermanchurch.com or 317.891.1508.

About Bloom Senior Living:

Bloom is a family-owned and operated company providing a continuum of services including Independent Living, Assisted Living, Memory Care and Respite Care. The Bloom family has been providing personalized service and superior care to seniors since 1965. Learn more by visiting Bloomseniorliving.com.

About Direct Supply, Inc.:

Based in Milwaukee, WI, Direct Supply® is the leading provider of equipment, eCommerce and service solutions to Senior Living. Founded in 1985, this employee-owned company provides innovative products and services, as well as an unexcelled response to customer needs. Learn more by visiting DirectSupply.com.