

Let Your Life Shine...Brighter Together! ✨
**NORMANDIE
RIDGE**

A Message from the Executive Director

August 21, 2020

Dear Residents & Family Members,

Our Normandie Ridge community is comprised of 250 residents and 150 associates who represent the best our area has to offer! The COVID-19 challenge has brought about new ways for us to interact with each other, using creative approaches to serving and, of course, magnifying the commitment of our top priority -- the safety and well-being of those who live and work here.



Today I want to just take a minute to touch on that commitment to safety and how we all play an important role in it, especially now as phased-in reopenings start to happen. Asbury President & CEO Doug Leidig previously shared that "reopening is not like turning on a light switch. Think of it as slowly turning up a dimmer switch."

As we enter another month and inch closer to fall, we must continue to put safety first across our beautiful 42-acre community. I know that the restrictions put in place have been difficult, and I thank you for the sacrifices you have made for the good of us all. It's refreshing to see and hear so many comments about the care Albright and Asbury are providing to those we serve. Comments such as this one that was previously posted on our community's Facebook warms my heart:

"(Staff) have been taking excellent care of keeping us safe and healthy. Thank you doesn't seem to be enough to say to all of them. (Deeply and) very blessed."

Thank you for your continued commitment to safety and for abiding by the precautions we have in place. I know the challenges have been significant, the road has been long and the path ahead might still be bumpy, but our ability to come together as a Normandie Ridge family will see us through it.

Updates and reminders

Please note that these updates and reminders are also included on our community operations site, NormandieRidge.org/friends-family:

- **Our campus has begun to ease visitation restrictions in line with public health and state and local guidelines**, but our health care neighborhoods remain closed to in-person visits. [See visitation details here on the Friends & Family webpage.](#)
- **Health & wellness update:** The Wellness Center is currently closed, but phased reopening plans are being developed. Walking trails are open! In addition, we have started outdoor classes with appropriate distancing and masking, and are scheduling one-on-one consultations. For a current schedule or more information, call Ashlynn Suarez at (717) 719-2912. Our newly improved aquatics center will be opening soon as well. We expect to fill the pool with water and reopen later this month or in early September.
- **As a reminder, all COVID-19 data is updated daily on the COVID-19 Response and Communication webpage at [Asbury.org/COVID19](https://www.asbury.org/COVID19).** You can find the daily status charts in the first blue button on the side bar.

Educating the public about who we are



This week we launched a multi-month marketing campaign about the value of community, highlighting that our communities are safe, with appropriate precautions in place and that we are an incredible place to live. The campaign will share how Asbury's proactive approach to safety and well-being during COVID-19, which includes infection-control experts, dedicated staff, and a wealth of resources and support services, has created an outstanding record of resident safety. This is a digital display and a Facebook ad campaign that supplements our digital and traditional marketing efforts. The campaign will also include research-based articles and videos about the value of community. If you'd like to check it out, [click here](#). Featured above is a [video](#) that's included in the campaign.

Messages of appreciation

More than 200 messages of thanks from family members and residents have come in for employees in recent weeks. We are so appreciative of those messages. Here's a recent message from some family

members:

"Thank you, Robin, for your hard work and dedication. We greatly appreciate your ongoing concern for cottage residents and your continued efforts to ensure their wellbeing and safety. We appreciate you!" - Alison, John and Angela Schmiesing

If you'd like to share a note of thanks, [please click here to launch a form](#) where you can type in your note of appreciation. We will take your submissions and find creative ways to share with associates. Thank you!

We are all in this together. Thank you for your continued understanding and cooperation. We are #NormandieRidgeStrong!

Sincerely,

Lauren Dieter, NHA MBA

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