

## **GreenFields of Geneva Digs In To Build \$50 Million Life Care Community**

*By Brandi Towns*

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### *Groundbreaking Ceremony Celebrates Community Construction*

GENEVA, Ill. — Geneva, a city previously named one of the best places in America to retire by U.S. News & World Report, will soon have yet another lifestyle option for older adults. A groundbreaking ceremony for GreenFields of Geneva, a \$50 million Life Care community, is set for Monday, July 19, at the construction site, with a reception following at Mill Creek Golf Club.

GreenFields of Geneva will be built on 26 acres located off Keslinger Road in the scenic landscape of Kane County. Attending the groundbreaking ceremony and reception will be future residents of the community; representatives from the community's sponsor, Friendship Senior Options, NFP.; development partners; and Geneva-area civic and business leaders.

The groundbreaking will mark the start of construction on the not-for-profit Life Care community, designed for seniors who want a vibrant, social and wellness-focused lifestyle today, but who are also seeking the added security of having any future long term care needs met on one campus.

“We are thrilled to be able to commemorate this milestone with our soon-to-be residents,” said Stephen A. Yenchek, President and CEO of Friendship Senior Options, parent company and sponsor of GreenFields of Geneva. “We are finalizing the financing that allows us to get construction equipment moving. In approximately a year-and-a-half, we’ll celebrate again as we welcome residents to their beautiful new apartment homes and start delivering the first-class lifestyle they are anticipating from us.”

“We’ve been looking forward to this groundbreaking for several months,” said Jerry McGinnis, who, along with his wife, Doris, were the first couple to reserve an apartment home at GreenFields of Geneva. “We actually started looking for a retirement community like this about five years ago. We considered it to be a long-term idea. We liked what was being planned at GreenFields, so we quit looking right after we made this decision.”

The McGinnises reserved one of the 147 apartment homes within the maintenance-free community, many of which have views of Tanna Farms Golf Course. GreenFields of Geneva was specifically designed to complement the full lifestyle older adults are already living, by providing amenities and programs that accent their whole-person wellness. The community will feature fitness programs, a comprehensive workout center and access to 17 miles of walking trails; intellectual pursuits, including continuing education opportunities, resident-driven interest groups, spiritual life programs, a creative arts studio, media/computer room and library; and social opportunities such as cultural event outings, daytrips, resident celebrations and a club room for mingling with friends.

“I appreciate the exercise facilities being on site since right now we have to drive to our gym. That will be a positive for us,” said Jerry McGinnis. “And we’ll be surprised every evening for dinner (in the community’s restaurant-style dining room), instead of having to figure out what to make for ourselves out of our freezer.”

The McGinnises have already met many of their future neighbors at various GreenFields of Geneva social events and luncheons. Yenchek said GreenFields of Geneva’s staff enjoyed building a sense of community and a warm spirit among future residents, one he expects to carry over as people start moving in.

“One of the great things about a senior living community that fills up with apartment reservations before it’s built is that people have a chance to meet and interact with their future neighbors,” said Yenchek. “Because so many people come from either Geneva or surrounding cities, everyone knows someone here. There is no shortage of interesting people to invite to dinner, take a class with or fill out a golf foursome. We help residents build new friendships, without having to leave behind their current friends and connections.”

As a Life Care community, GreenFields of Geneva will also help residents plan for the “what-ifs” in their future. The community’s continuum of care includes assisted living apartments and skilled nursing private rooms, all on one campus, to provide services and support for residents, if they develop a need.

“Our Life Care financial plan adds another level of value to our wellness-focused lifestyle,” said Yenchek. “Our residents can enjoy their lives today, while having security and predictability for their future. They know they will receive quality, professional care, if they ever need it, right here within one community.”

GreenFields of Geneva will operate on an entrance fee model, in which residents pay a one-time entrance fee, which can be up to 95 percent refundable. This entrance fee, combined with a smaller monthly fee, gives residents access to all the community’s services and amenities.

While those interested in GreenFields of Geneva can soon start watching the community take shape during construction, an Information Center at 507 South Third Street, Suite A, in Geneva provides a helpful visualization of what is being built inside the common areas and private apartments. Tours of the Information Center are available by calling (630) 232-9105. Additional community information is available online at [www.GreenFieldsofGeneva.org](http://www.GreenFieldsofGeneva.org).

GreenFields of Geneva is sponsored by Friendship Senior Options, a locally managed, not-for-profit organization that began in 1977 by pioneering retirement living with Friendship Village of Schaumburg. As a mission-driven organization, Friendship Senior Options actively seeks new ways to provide older adults with quality retirement solutions by offering services, care and commitment to putting people first.

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