



Market Street Memory Care Residence of Viera Welcomes Bridget McNally as Community Relations Director

VERO BEACH, Fla, October 14, 2016 – [Watercrest Senior Living Group](#) proudly announces Bridget McNally as Community Relations Director of their innovative, new [Market Street Memory Care Residence](#) in Viera, Florida. The 60-unit, state-of-the-art community, designed, owned and operated by Watercrest Senior Living Group, opens to residents this fall.

McNally most recently excelled in her role as Sales Director for Kisco Senior Living, achieving numerous awards in her eight-year tenure such as 2012 Highest Number of Move-Ins, 2013 Highest Number of Move-Ins from Referral Sources, and 2015 Passion for Excellence Leadership Award. Recognized by Kisco as a highly ranked leader in Business Development and Community Relations, McNally earned the 2016 Brevard Public School's Business Partner of the Year award while also serving as Board Member and Secretary of Brevard Heart Foundation and supporting His Place Ministries, Garden Club by the Sea and Trinity Fitness Missions.

As Community Relations Director, McNally brings extensive sales and marketing experience to Market Street Memory Care Residence, an innovative and artfully designed memory care community envisioned by Market Street co-owner, [Marc Vorkapich](#). Through an operationally driven design and experienced approach to memory care, [Market Street Communities](#) connect the hearts and minds of residents by stimulating their senses with the purpose of re-experiencing memories.

"Bridget is passionately devoted to serving seniors and dedicated to our mission at Market Street to deliver individualized service and unparalleled care to our residents and their families," says [Marc Vorkapich](#), Principal and CEO of Watercrest Senior Living Group.

[Market Street Memory Care Residence of Viera](#) is the first of three Market Street communities currently under development by Watercrest Senior Living Group. Market Street's innovative memory care concept offers seniors an enriching lifestyle with state-of-the-art amenities, diverse culinary experiences, and exceptional care. All Market Street associates receive world-class training in the field as Nationally Certified Dementia Care Practitioners and their cutting-edge memory care programming includes Personal Life Silhouettes, Music & Memory, Memories in the Making, For the Love of Color, multi-sensory culinary and gardening experiences, as well as personal well-being activities.

"I am forever inspired to give back to my elders what they have given to me: love, godliness, compassion and kindness to others," says Bridget McNally, Community Relations Director for Market Street Memory Care Residence. "I'm honored to join Watercrest in their mission to serve and bless seniors through the platform of our Market Street communities."

The 44,000 square foot Market Street community will feature an inviting and purposeful design, including spacious accommodations, abundant natural lighting, internal courtyards with lush gardens, circular walkways, visual cueing and multiple social gathering places. [Market Plaza](#), a highlight and central gathering space for residents, boasts fresh flowers, trees and an active streetscape offering interaction at the Post Office, Art Gallery, Bakery, Spa and Salon or amidst daily multi-sensory activities.

[Watercrest Senior Living Group](#), owner of Market Street, specializes in the development and operations management of assisted living and memory care communities. Market Street Memory Care Residence of Viera is located at 6845 Murrell Road, Melbourne, FL 32940. For Market Street information, call 321-253-6321 or visit www.marketstreetresidence.com.

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