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FOR RELEASE

Watercrest Senior Living Group Selects the Environmentally Friendly Campus of Parc24

VERO BEACH, FL, August 19, 2012 – [Watercrest Senior Living Group](#) of Vero Beach proudly announces their newest corporate headquarters at the energy efficient and environmentally friendly campus of [parc24](#). Awarded a silver level LEED certification by the United States Green Building Council, parc24 is setting a new standard for development in Vero Beach and Indian River County.

As a company devoted to serving seniors and developing value-centered leaders, Watercrest Senior Living Group's principals [Marc Vorkapich](#), CEO and [Joan Williams](#), CFO recognized the importance of innovative design and great sustainability. With its flexible business space, and abundance of natural light and vegetation, parc24 creates a setting where business can be smart by design and green by nature.

"We are thankful to be serving seniors and their families daily, and equally excited to ensure our servant leaders reap the benefits of enhanced productivity with a happy and healthy workspace," explains Watercrest CFO, Joan Williams.

Watercrest Senior Living Group specializes in [assisted living and memory care community operations](#), market repositioning and advisory services. Partnering with a wide variety of stakeholders such as land owners, real estate developers, investors, financial institutions, and REITs, Watercrest Senior Living Group focuses on its core strengths, operations management of assisted living and memory care communities and the development of servant leaders.

Designed by the nationally recognized engineering and planning firm of [Kimley-Horn and Associates](#), parc24 showcases design talent in the areas of civil engineering, parking garage design, landscape architecture and urban sustainable design. For the foreseeable future, parc24 will stand out as a pioneer project in the world of "green" design with its silver level LEED certification. The United States Green Building Council has developed a third-party certification program known as the Leadership in Energy and Environmental Design Green Building Rating System™ otherwise known as LEED. This rating system has become the nationally accepted benchmark for the design, construction and operation of high performance green buildings. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health, such as sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

The award winning and nationally recognized architectural firm of [Merrill, Pastor and Colgan Architects](#) is the creative force behind parc24. Scott Merrill founded the firm in Vero Beach in 1990. He has been recognized by the Florida Association of the American Institute of Architects on twelve occasions and the National AIA three times. He has worked on projects all over the world; parc24 is a local commission of which he is extremely proud.