



Watercrest Senior Living Group Delivers Innovative Senior Care at Market Street Memory Care Residences in Viera

VERO BEACH, FL, January 25, 2016 – [Watercrest Senior Living Group](#) is pleased to announce their innovative new concept in senior living memory care, [Market Street Memory Care Residences](#), currently under construction in Viera, Florida.

Just six months after groundbreaking by Walker & Company Construction, Market Street Memory Care Residences in Viera is more than 40% complete and scheduled to open to residents in the fall of 2016. The 47,000 square foot, 60-unit memory care community, owned and operated by Watercrest Senior Living Group, will offer world-class care, multi-sensory programming, extraordinary culinary experiences, and unparalleled associate training honoring seniors and their families.

Market Street Memory Care Residences are innovative and artfully designed memory care communities envisioned by Market Street co-owner [Marc Vorkapich](#), CEO and principal of parent company, Watercrest Senior Living Group. 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 goal of re-experiencing memories. Market Street Memory Care Residences are purposefully designed to ignite the human spirit by identifying personal connections to specific sights, sounds, tastes and smells. Honoring each resident's traditions and interests, certified dementia care practitioners and specialists will utilize specifically designed spaces throughout the community to stimulate the brain and spark meaningful connections.

“It is our driving ambition to elevate our Market Street Community in every sense: personally, culturally, dynamically, economically, aesthetically and environmentally; and to deliver innovative training and enrichment which enhances memory care for our seniors,” says Marc Vorkapich, Principal and CEO of Market Street and Watercrest Senior Living Group.



Market Street Plaza Design Rendering; Market Street Memory Care Residences, Viera, FL.

[Market Plaza](#) is the highlight and central gathering space of Market Street Memory Care Residences. The timeless charm of Market Plaza is complete with fresh flowers, trees, and an enticing streetscape, all surrounded by the calming sounds of nature. Residents enjoying the plaza can stop by the Newsstand or Post Office, browse the Art Gallery and Bakery, and visit the Salon and Spa for special pampering. Programmed seating offers residents choice and independence while multi-sensory activities such as painting, baking, or enjoying a yoga class encourage meaningful interactions.

[Market Street Residences of Viera](#) will feature an inviting and purposeful design, including spacious accommodations, open floor concepts with natural lighting, internal courtyards with lush gardens, circular walkways, visual cueing and multiple social gathering places. Centrally located in Brevard County in its fastest growing community, this unique location offers seniors one of Florida's highest qualities of life.

Market Street is committed to enriching the lives of seniors by providing multi-sensory programming, nutritious and savory dining, and extraordinary care. Market Street associates are Certified Dementia Care Practitioners and Specialists in their field and their unique 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.

Watercrest Senior Living Group, owner of Market Street, specializes in the development and operations management of assisted living and memory care communities. Focused on the growth of servant leaders, Watercrest Senior Living Group identifies people as the company's greatest asset. For more information, please visit www.watercrestslg.com.

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