



Watercrest Senior Living Promotes Top Talent to Director of Innovative Market Street Memory Care Program

VERO BEACH, Fla, August 1, 2016 – [Watercrest Senior Living Group](#) proudly announces the promotion of Mariola Rodriguez to Memory Care Director of the premier [Market Street Memory Care Residences](#) in Viera, Florida. The 60-unit, state-of-the-art memory care premier community is an innovative new concept, designed, owned and operated by Watercrest Senior Living Group and opening to residents this fall.

Rodriguez is esteemed in the senior living industry and the Orlando market for outstanding servant leadership as Memory Care Director of [Watercrest of Lake Nona Assisted Living and Memory Care Community](#). Approaching a decade of experience in senior living with a Masters degree in Gerontology, she is recognized for creating stimulating life enrichment programs that empower residents, honoring individual preferences and capabilities. Her passion for guiding families through the disease process drove her to become a Support Group Facilitator through the National Alzheimer's Association, as well as a Nationally Certified Alzheimer's Disease and Dementia Care Trainer through the National Council of Certified Dementia Practitioners.

“Market Street’s purposeful design encourages meaningful community interactions,” says Rodriguez, Memory Care Director of Market Street. “I am inspired to engage with future residents, families and associates to identify the potential of each individual and work together to pursue our common purpose.”

Rodriguez brings extensive knowledge to Market Street Memory Care Residences, 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 goal of re-experiencing memories.

“Mariola is uniquely equipped to enhance the lives of our residents and elevate Market Street Memory Care Residences as the leader in exceptional care and service for seniors living with Alzheimer’s and dementia,” says [Marc Vorkapich](#), Principal and CEO of Watercrest Senior Living Group.

The 44,162 square foot Market Street community will feature 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 or amidst daily multi-sensory activities.

[Market Street](#) is committed to enriching the lives of seniors by providing world-class care, diverse culinary experiences, and unparalleled associate training. Market Street associates are specialists in the field as Nationally Certified Dementia Care Practitioners. 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 visit www.marketstreetresidence.com or call 321-253-6321.

772-539-4553

kathryn@chandonnicholas.com

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