



*Family Owned & Operated Senior Living Company Founder Celebrates 100 Years*

**PRESS RELEASE FOR IMMEDIATE RELEASE**

**Birmingham, MI (April 16, 2015)** - Bloom Senior Living, a family-owned and operated company with nearly 5 decades of senior care experience, celebrated founder and "Chief Inspiration Officer," Richard A. Tischler's, 100th birthday Saturday night. The evening began with each family member reciting one of Richard's favorite quotes:

- "Wrinkles should merely indicate where smiles have been." Mark Twain
- "It takes a long time to grow young." Pablo Picasso
- "If you rest, you rust." Helen Hayes
- "Men do not quit playing because they grow old, they grow old because they quit playing" Oliver Wendell Holmes
- "You only live once, but if you do it right, once is enough." Mae West
- "You are never old to set another goal or to dream a new dream." CS Lewis

Like each of these great men or women, Richard's life story is equally as interesting. He grew up in a tenement in Harlem and was the first in his family to attend college. After declining a scholarship to Harvard (because he couldn't afford not to work), Richard attended The City College of New York at night and worked during the day to support his family. Work and family were his only priorities. He earned his accounting degree in 1940 and started an accounting practice shortly thereafter. Richard later started in health care seeing Medicare and Medicaid on the horizon, and eventually built a chain of nursing homes. His upbringing, depression-era mentality and focus upon family shaped his business philosophy. When his late wife, Ruth, became sick at 89 years old, the closely-knit family confronted the dilemma of where she should live and began searching for a senior living residence. As her health condition progressed, she required services ranging from Independent to Assisted Living to Memory Care. Inspired by this personal experience and building upon the family's values, principles and generations of experience, coupled with a desire to focus upon a more modern, lifestyle approach to health care that catered to the need of each individual, Richard shifted Bloom's attention to the same Lifestyle Options Ruth required. He saw what was out there and wanted to do things better. He wanted to help people and incorporate his favorite sayings, which he lived by, into Bloom's operating style.

With Richard's influence, Bloom's mission became simple yet aspirational: to help its residents flourish. Entering a Bloom community does not mean checking your lifestyle or personality at the door. Residents continue living full lives, by enjoying their favorite activities while discovering new ones, and blooming into their best selves through learning, growth and discovery.

At 100 years old, Bloom founder, Richard -- a hard-working family man who still comes to the office five days a week -- is actively involved in daily operations making sure this mission is carried forward. For Richard, being able to continue working and working with his family, means living life to its fullest.

Bloom Senior Living wishes its founder and Chief Inspiration Officer a very happy 100th birthday!