

**FOR MORE INFORMATION:**Jennifer Kato/Shaye Gulotta   
BRAVE Public Relations  
404.233.3993  
[jkato@emailbrave.com](mailto:jkato@emailbrave.com)

sgulotta@emailbrave.com

**FOR IMMEDIATE RELEASE**

**Thrive Senior Living announces opening of Thrive at Montvale Welcome Center**

*Thrive’s ‘unbundled’ senior living community to feature neighborhood coffee house,*

*COVID-19 conscious design, extensive greenspace, athlete center and wine lockers among amenities*

**ATLANTA (April 14, 2021) –** True to its commitment to providing more human-centric, social communities, **Thrive Senior Living** continues the construction of Thrive at Montvale, located in the DePiero’s Farm neighborhood of Montvale, New Jersey. A Welcome Center is now open at 295 W. Grand Avenue for prospective families and older adults seeking information about the community. The Thrive at Montvale Welcome Center is currently open for walk-ins and in-person appointments as well as virtual tours for residents looking to right-size their lives in a custom-constructed experience that honors Montvale’s local history. This new Montvale addition to the Thrive portfolio is slated to open in early 2022 and follows recent additions to the Thrive footprint, including Thrive on Skidaway Island and the redevelopment of The Social at Savannah, both located in Savannah, Georgia.

“Two years ago, we held our first focus group in Montvale with the intent to learn more about what the Montvale community wanted to see in their brand-new Thrive community. Since then, we’ve allowed locals to serve as the lead designers on everything from menus to architecture to amenities,” explains Thrive Senior Living President Les Strech. “The result? A development that really honors local Bergen County tradition where our residents will end up inviting their neighbors over with great pride.”

Honoring Bergen County traditions, Thrive at Montvale will boast vaulted ceilings with modern farmhouse finishes that blend iron, wood and deep, rich colorings. Retreat-style apartment living offers progressive SmartSuite technology to allows residents to control lighting, music and calendars from their smart devices. Thrive at Montvale includes the Rock and Roll playground, a 1500 square foot earthen playscape built with boulders harvested from beneath the foundations of the building for the grandkids of residents to play on for hours. Additionally, the Beauty and the Barber salon will offer clean shaves, and an Athlete Center will have daily group fitness classes that cater to all ages and abilities.

The community has nearly over 3 acres of walking paths outside its walls and almost an acre of manicured outdoor space within its walls. Rather than being stuck circulating within hallways like traditional senior living, residents have seamless access to and from the outdoors. The expansive outdoor space has a full outdoor kitchen with Evo flattop grills set into a 25-foot bar that is positioned next to a 1,300-square-foot yoga and relaxation center. The experience is topped off with an outdoor laser cinema experience for movies on the lawn. Located just off the Garden State Parkway and near the serene Lake Tappan, the three-story community will provide residents with 203 apartments across independent living and assisted living, with a small-house model senior living environment focused on providing memory care to residents. This small-house model is designated a ‘COVID-conscious’ residence model, as it has been shown to curb the spread of COVID-19 through its community architecture.

At the heart of Thrive at Montvale lies Convivium Coffee Company, a specialty coffee house designed in partnership with a leading coffee consulting firm. Once open, Thrive residents can host their local Montvale neighbors to daily craft coffee drinks, gelato and fresh fare -- while celebrating life and creating memories across generations.

For more information on Thrive Senior Living and Thrive at Montvale, please visit: [ThriveSL.com/Montvale](https://thrivesl.com/montvale/)

**About Thrive Senior Living:**   
Thrive Senior Living designs, develops and operates innovative independent living, assisted living and memory care communities across the country with a fresh perspective on senior living. Thrive strives to enrich lives and be faithful stewards of all that is entrusted to them by respecting and honoring older adults as valuable members of society. Privately held and headquartered in Atlanta, Georgia, Thrive has been named a “2018 Best Workplaces for Aging Services” by Great Place to Work® and FORTUNE and a “Great Place to Work” by Activated Insights for three consecutive years. The company currently operates communities in Texas, Florida, Alabama, Georgia and North Carolina, with continued growth in primary and secondary markets in the Eastern region of the United States. For more information, please visit [thrivesl.com.](https://thrivesl.com)

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