



For Immediate Release
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Baywinde Adds a Little Extra Spice to Fundraising Dinner

Webster, NY- On January 19th, 2011, Baywinde Senior Living Community hosted benefit for the American Red Cross of Greater Rochester in honor of National Blood Donor Month. The theme of the evening was Arabian Nights, a part of the community's Around the World Dinner Series, and featured a performance by the Fire and Spice Belly Dancers and fine cuisine. The dancers balanced jugs and swords on their heads and got the crowd up and moving with dance lessons. Kittelberger Florists in Webster donated beautiful flowers for the centerpieces. The event raised \$285 for the Red Cross.

The dinner was prepared by longtime Chef and Director of Dining Services at Baywinde, Keith Eng. Eng started the Around The World Dinner Series last year and the series of fundraising dinners will continue this year. Baywinde is noted for its dining services and warm hospitality, with Eng moving into his tenth year at the senior community. "It's been a pleasure to serve our seniors for the last 10 years and I look forward to meeting all of our new guests at Baywinde." Prior to joining the Baywinde team, Eng was the former Chef at the popular Glen Edith restaurant. His training at Senior Lifestyle Corporation's School of Culinary Arts at the U.S. Food Service Culinary Innovation Center has only strengthened the senior community's presence in the senior living market. Every other month, Baywinde offers an educational Dining For Wellness™ Gala for residents. Guests considering a move to Baywinde are invited to join the Executive Director, Robert Aroesty, for this healthy gourmet meal.

The next Around The World Dinner's theme is Mardi Gras and will take place on March 8th, 2011. Castle Pointe at Baywinde 200 Kidd Castle Way in Webster. For more information on this event please call 585-670-7300.

About Senior Lifestyle Corporation

Chicago-based Senior Lifestyle Corporation, founded in 1985, is a leader in the development, operation and ownership of seniors housing and the implementation of innovative programs that help seniors enjoy healthier, more fulfilling lives. With a portfolio of more than 70 communities, Senior Lifestyle offers independent living for every economic level, from luxury to mid-market to affordable. Daily services and activities are tailored to the needs and preferences of each community's residents. For residents who require additional care, many communities also offer assisted living and skilled nursing care. Long recognized among the industry's top companies by the American Seniors Housing Association, Senior Lifestyle was included as the 12th largest owner of senior communities on National Real Estate Investor's list of the top 50 companies in 2008. Additional information is at www.seniorlifestyle.com.