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NAVIGAGE SEEKS TO CREATE LIFESTYLE PATHWAYS FOR OLDER ADULTS

New Name and Direction Enhance Legacy of 78-Year-Old Organization

ALHAMBRA, Calif.: The board of directors of California P.E.O. Home, a not-for-profit provider of senior living communities for nearly 80 years, has announced the launch of its new name, brand identity and philosophical direction. The Alhambra, Calif.-based organization's new name, Navigage, combines the words "navigate" and "age" to reflect its commitment to helping older adults find their way to services and programs that fulfill their individual desires and needs.

"As older adults change the way they perceive life as they age, we have to be nimble and change with them," said Judy Vallas, acting board chair of Navigage. "People want to use this time to re-engage in their own life, rediscover passions and discover new passions. The purpose of Navigage is to listen to what older adults are looking for and lead them in the right direction to achieve whatever that may be. The new identity, along with the change in mindset, positions us to provide an enriched ageless living experience."

The new brand enhances the organization's legacy and strengthens its position to provide enriched experiences, amenities, program services and communities to current and future generations of older adults, as it has done in the San Gabriel Valley and throughout the state since 1933.

"Senior living communities aren't just housing anymore," said Bill Platt, president and CEO of Navigage. "All future Navigage endeavors, even those that go beyond bricks and mortar, will serve to create, connect and discover pathways to help individuals navigate their way to the lifestyle they deem appropriate for themselves. That's true independence."

About Navigage

Navigage, formerly California P.E.O. Home, is a non-profit 501(c)(3) organization aimed at creating communities, programs and services that enrich the lives of older adults and encourage them to live productive and fulfilling lives. Navigage owns and operates Marguerite Gardens, a senior living community located in Alhambra, Calif., and has served as a leading provider of senior living and health care services in the San

Gabriel Valley and throughout California for nearly 80 years. For more information, visit www.navigage.org or call (626) 300-3711.

About Redstone

Redstone is a senior living community currently in development and sponsored by Navigage. The development of Redstone will help meet the demand for senior housing in the San Gabriel Valley. Navigage is working with New Life Management & Development as the developer of Redstone, with design work by Irwin Pancake Architects. Redstone has a Discovery Center to share information with potential future residents located at 1959-A Huntington Drive in Alhambra. For more information about Redstone, please visit www.RedstoneLiving.org or call (626) 270-3800 or (888) 810-8820.

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