



**FOR IMMEDIATE RELEASE**

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**MORNING POINTE OF FRANKLIN  
HONORED FOR ACHIEVEMENT  
IN NONPROFIT FUNDRAISING**

**CLEVELAND, Tenn. (December 10, 2019)** – Independent Healthcare Properties (IHP) and Morning Pointe Senior Living recognized six of its assisted living and Alzheimer's memory care communities for exemplifying a unique dedication to residents and their families. The honors were presented during the Chattanooga-based senior healthcare services company's 22<sup>nd</sup> annual Christmas awards banquet at the Museum Center at 5ive Points in Cleveland, Tennessee. Annually, Morning Pointe acknowledges top-performing teams of caregivers, directors, and customer service associates from its 33 communities across the Southeast.

"I appreciate the commitment to both excellence and compassion that is demonstrated by our associates," says Greg A. Vital, president and co-founder of Morning Pointe Senior Living. "We are proud to have the opportunity to honor these communities that help make Morning Pointe the region's choice for senior care."

The Morning Pointe of Franklin (TN) campus received the 2019 Moring Pointe Foundation Award, recognizing the assisted living and Alzheimer's memory care campus's dedicated effort to raising funds for the Morning Pointe Foundation, a 501(c)3 nonprofit organization that provides nursing scholarships and caregiver support. Morning Pointe Foundation executive director Audra Hopkins presented Lori Domer, the associate executive director of the Morning Pointe of Franklin campus, with a plaque of recognition during Morning Pointe's annual year-end awards banquet.

"It is such an honor to receive this award," Domer said. "We believe wholeheartedly in the Foundation's mission and are happy to support a cause that is so near and dear to our hearts."

“We are so grateful to have the support of the Morning Pointe of Franklin campus. The funds they have helped us raise are going right back into the community to help educate caregivers and provide aspiring nurses the tools they need to be successful,” Hopkins said.

“Morning Pointe of Franklin sets a magnificent example for the rest of our communities throughout the region. They embody the spirit and values that Franklin Farrow and myself first envisioned for Morning Pointe more than 20 years ago,” Vital added. “While it’s true that it’s all about our residents at Morning Pointe, our associates are equally important. None of what we today would be possible without them.”

Independent Healthcare Properties LLC, a Chattanooga, Tenn.-based senior healthcare services company, is the developer, owner and manager of 33 Morning Pointe assisted living and The Lantern at Morning Pointe Alzheimer’s Memory Care Center of Excellence communities in five southeastern states. IHP was founded in 1996 by Tennessee healthcare entrepreneurs Greg A. Vital and Franklin Farrow. For more information, please visit [www.morningpointe.com](http://www.morningpointe.com).

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