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**MORNING POINTE OF KNOXVILLE HONORED  
WITH SPECIAL CHAIRMAN'S CHOICE AWARD**

**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 Five 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."

Morning Pointe of Knoxville (TN) received the 2019 Chairman's Choice Award, recognizing the assisted living and Alzheimer's memory care community's special achievement in building a community in the new market of the metro Knoxville area. Morning Pointe corporate leadership presented Kristy Ritch, the executive director at Morning Pointe of Knoxville, with a plaque of recognition during Morning Pointe's annual year-end awards banquet.

"It is such an honor to receive this award," Ritch said. "The entire Morning Pointe of Knoxville team has worked so hard over the past year to grow our community into a place that our residents can be proud to call home, and we are so grateful to be acknowledged for our efforts."

"Morning Pointe of Knoxville 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 said. "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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