



Watercrest Senior Living Group Celebrates the Grand Opening of Market Street Memory Care Residence East Lake

VERO BEACH, Fla, January 29, 2018 – Watercrest Senior Living Group celebrated the grand opening of [Market Street Memory Care Residence](#) in Tampa, Fla, with a red-carpet event attracting more than 200 local healthcare, media and business professionals. The 64-unit, state-of-the-art senior living community is now welcoming residents, offering exceptional amenities, diverse culinary experiences, innovative training and world-class care for seniors living with Alzheimer’s and dementia.

[Market Street Memory Care Residences](#) are artfully designed memory care communities envisioned by Market Street co-owner [Marc Vorkapich](#), CEO and principal of parent company, Watercrest Senior Living Group. Through an operationally driven design and experienced approach to memory care, Market Street Communities connect the hearts and minds of residents by stimulating their senses with the goal of re-experiencing memories.

“Opening our second Market Street Memory Care Residence is a momentous occasion as it provides us the opportunity to uniquely impact the lives of even more seniors living with Alzheimer’s and dementia. Market Street’s multi-sensory memory care programming provides an unparalleled experience for seniors and their families and offers our associates innovative training and growth opportunities,” says [Marc Vorkapich](#), Principal and CEO of Watercrest Senior Living Group.

Architected by LifeBUILT Architecture, Market Street Memory Care Residence East Lake features an inviting and purposeful design, including spacious accommodations, abundant natural lighting, internal courtyards with lush gardens, circular walkways, and visual cueing. This specialized care community boasts Watercrest’s uniquely designed Market Plaza, an ‘outdoor’ streetscape with salon and spa, bakery, post office, and numerous LifeBUILT programming touches that are a highlight and crucial element of their multi-sensory memory care programming.

“I am thrilled to lead Market Street Memory Care East Lake as a pioneer in bringing the future of memory care to our seniors. Market Street offers the ideal environment, encouraging our residents to regain a purpose driven life,” says [Rhonda Coates](#), Executive Director of Market Street Memory Care East Lake.

All Market Street care associates are Nationally Certified Dementia Care Practitioners and their unique multi-sensory memory care programming includes Personal Life Silhouettes, Music & Memory, Memories in the Making, For the Love of Color, culinary and gardening experiences, as well as personal well-being activities.

Market Street Memory Care Residence is conveniently located at 833 East Lake Road North in Tarpon Springs. Centrally located between Trinity, Clearwater and Tampa, this unique location offers seniors one of Florida’s most abundant qualities of life. To schedule a tour, call 727-202-9314.

[Watercrest Senior Living Group](#), owner of Market Street, specializes in the development and operations management of assisted living and memory care communities. With multiple senior living projects across the southeast, Watercrest Senior Living Group principals, [Marc Vorkapich](#), CEO and [Joan Williams](#), CFO, are setting new standards of quality for seniors and their families in the development of upscale senior living communities. For more information, visit www.watercrestslg.com or www.marketstreetresidence.com.

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