



## **Watercrest Senior Living Group Celebrates the Opening of Market Street Memory Care Residence in Viera**

VERO BEACH, FL, December 12, 2016 – [Watercrest Senior Living Group](#) proudly welcomes residents to the opening of the premier [Market Street Memory Care Residence](#) in Viera, Florida. The 44,000 square foot, 60-unit memory care community, built by Walker & Company, offers world-class care, multi-sensory programming, extraordinary culinary experiences, and unparalleled associate training honoring seniors and their families.

Designed, owned and operated by Watercrest Senior Living Group, [Market Street Memory Care Communities](#) connect the hearts and minds of residents by stimulating their senses with the purpose of re-experiencing memories. Market Street Memory Care Residence of Viera is an innovative and artfully designed memory care community envisioned by Market Street co-owner, [Marc Vorkapich](#), and the first of three Market Street communities currently under development by Watercrest Senior Living Group.

“We celebrate this momentous occasion welcoming the first residents, families and associates to Market Street, with a collective focus to dramatically enhance the lives of seniors living with Alzheimer’s and dementia through innovation and exceptional standards of care,” says [Marc Vorkapich](#), Principal and CEO of Watercrest Senior Living Group.

Market Street Memory Care Residence of Viera features an inviting and purposeful LifeBUILT design, including spacious accommodations, abundant natural lighting, internal courtyards with lush gardens, circular walkways, visual cueing and multiple social gathering places.

[Market Plaza](#), a highlight and central gathering space for residents, boasts a timeless charm with fresh flowers, trees and an enticing streetscape, all surrounded by the calming sounds of nature. Residents delight in the comfort of familiar activities such as visiting the Post Office and Newsstand, browsing the Art Gallery, sampling fresh pastries at the Bakery, or visiting the Salon and Spa for special pampering.

“We are honored to open our doors at Market Street and initiate a profound impact on the lives of seniors and their families while creating common unity partnerships to benefit our neighbors, associates and the community of Viera,” says Stephanie Walsh, Executive Director of Market Street Memory Care Residence of Viera.

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

Centrally located in Brevard County at 6845 Murrell Road, Melbourne, FL 32940, this unique location offers seniors one of Florida’s highest qualities of life. For reservations and community information contact Bridget McNally at 321-253-6321 or visit [www.marketstreetresidence.com](http://www.marketstreetresidence.com).

Watercrest Senior Living Group specializes in the development and operations management of assisted living and memory care communities. Focused on the growth of servant leaders, Watercrest Senior Living Group identifies people as the company’s greatest asset. For more information, please visit [www.watercrestslg.com](http://www.watercrestslg.com).

Contact: Kathryn Vorkapich  
Phone: 772-539-4553  
Email: [kathryn@chandonnicholas.com](mailto:kathryn@chandonnicholas.com)

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