

Contact:
Elizabeth Lenart
214-394-7457
el@vgsmarketing.com



MEDIA ALERT

JULIETTE FOWLER COMMUNITIES TO RELEASE OVER 350 BUTTERFLIES IN SPECIAL EVENT WITH RESIDENTS AND STAFF TO MARK NEW BEGINNINGS WITHIN THE PANDEMIC

Moving forward with small steps in the opening of the campus, this visual and symbolic celebration will be a time to express gratitude and officially begin anew

WHAT: Juliette Fowler Communities, a certified Monarch Waystation, will release over 350 butterflies, representing each resident, in a special event for residents and staff to mark small steps in the opening of the campus during this next phase of the pandemic. The Fowler Family will gather outdoors in the Harwood Garden to join the celebration, express gratitude, and begin anew while remembering that God’s love endures forever.

Just as it has for 130 years, Juliette Fowler Communities persevered during the COVID-19 pandemic. The first pandemic they endured was the Spanish Flu of 1918. Fourteen months ago, new protocols were put into place to adapt and serve the current residents and staff with one priority: protecting the lives of all who live and work at Fowler. Throughout both, the resilience of the JFC was tested, and teammates answered with a resounding reinforcement of JFC’s values in each action: *Love People, Pursue Excellence* and *Make A Difference*. Only 7 percent of residents and 17 percent of team members experienced COVID-19. These numbers reflect the successful implementation and adoption of all safety protocols. Fowler Communities will continue to follow “love your neighbor basics” – wear a mask, safely distance, sanitize, and wash hands often.

The Fowler Community’s Monarch Waystation, which began two years ago, is part of its Dallas County Master Gardner Association program. Since 2019, residents have enjoyed watching the stages of transformation as caterpillars turn into butterflies.

KEY VISUALS: Juliette Fowler Communities Chaplain Venessa Harmel will be joined by area ministers in leading the program and butterfly release, including the Rev. Andy Mangum, Regional Minister at Christian Church (Disciples of Christ) in the Southwest; remarks presented by JFC President and CEO Nicole Gann; residents and staff gathering to watch the butterfly release; Monarch Waystation available for photographing.

WHEN: Thursday, May 13, 2 p.m. (Butterflies will be released at 2 pm)

WHERE: Juliette Fowler Communities, 1234 Abrams Rd., Dallas
(Ceremony will take place in the Harwood Garden, in front of The Jackson Living Center, behind the Administration building.)

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Juliette Fowler Communities is a unique faith-based, intergenerational community of residents at various life-stages. Located on 20 picturesque acres, Juliette Fowler Communities provides independent and assisted living, a Five-Star Quality Rated skilled nursing and rehabilitation center, memory care and affordable senior housing. As the only certified I'm Still Here® Center for Excellence in Dementia Care in Dallas and one of only three in Texas, Fowler's program employs evidence-based techniques to adapt experiences to an individual's cognitive abilities and strengths. It has also been named a Great Place to Work in the Aging Services Industry in 2018, 2019, 2020, and 2021. Children, youth, and family services at Fowler include foster and adoption services, a residential program for women ages 18-24 at risk for homelessness due to neglect, abuse, and aging out of the foster care system, and a new Youth Support Center – a one-stop location to help Dallas youth, both boys and girls ages 12-24, escape or avoid sex trafficking and exploitation. Visit fowlercommunities.org or call 214.827.0813.