

Contact:
Elizabeth Lenart
Cell 214-394-7457
elenart2013@gmail.com



MEDIA ALERT

JULIETTE FOWLER COMMUNITIES TO HOLD “FRAMING THE FUTURE OF FOWLER,” A BEAM-SIGNING CEREMONY NOTING THE NEW CONSTRUCTION OF “THE PEAK AT FOWLER”

The Peak at Fowler will help address the growing crisis in America for affordable and safe housing for senior adults with limited-to-moderate monetary resources

WHAT: A beam-signing and framing ceremony for Juliette Fowler Communities’ (JFC) newest construction and addition to their campus, The Peak at Fowler. JFC is helping address the growing crisis for affordable, safe housing for seniors by building The Peak, a \$24-million, 144-unit, 3-story senior housing community designed for limited-to-moderate on fixed incomes that are limited to moderate monetary resources. The Peak at Fowler, an independent living option for aging adults who can neither afford higher-priced apartments nor qualify for lower-income housing, will meet their needs, freeing them from physical and mental hardships and providing them the benefit of living in a community.

Amenities include an art room, library, fitness program and gym, business center, courtyard, access to an onsite chaplain, a chapel, pools, community gardens, and walking trails. Additionally, an onsite service coordinator will be available to assist with transportation, food, and other needs, including aging support and navigation of healthcare.

JFC was awarded tax credit financing through The Texas Department of Housing and Community Affairs (TDHCA) competitive tax credit process, enabling the project to move forward. Donations may be made at fowlercommunities.org or by mail at 1234 Abrams, Dallas, Texas 75214. Move-in is scheduled to begin in fall 2022.

WHO: Ceremony remarks to be made by Juliette Fowler Communities CEO and President Nicole Gann and JFC Board Chair Ben Brooks. Dallas City Councilmen Jesse Moreno and Paul Ridley to attend.

KEY VISUALS: JFC dignitaries will sign a beam that will be foundational to the structure.

Note: Construction crews will halt work on the west side of the site to accommodate the ceremony.

WHEN: Friday, November 19, 2021

- Arrivals begin at 8:45 a.m.
- Event begins at 9 a.m.; Beam signing begins at 9:15 a.m.
- Conclusion: approximately 9:45 a.m.

WHY: With a national crisis of affordable senior housing and supportive services, JFC’s “The Peak at Fowler” will provide seniors with moderate to middle monetary resources a rent-controlled, services enhanced, and stable housing community.

SUPPORTING FACTS OF NEED:

- The middle-income senior population is expected to double by 2029 to 14.35 million (all 75+), with only 46 percent able to afford any form of senior housing.
- Nearly a year and a half after the beginning of COVID-19, many aging adults are feeling the unprecedented effects of the pandemic daily.
- The end of the housing moratorium in August 2021 adds to the ongoing housing problem for seniors ranging from affordability to accessibility.
- 16.4 percent of renting households in Dallas County owe back rent.
- An estimated 11 million Americans are at risk of eviction.
- Approximately 15 percent of older Texans, ages 65-84, and 22 percent, ages 85 and older, are renters with lower incomes. Many cannot afford to pay market-rate rent, and the poorest of renters are at a greater risk of experiencing evictions and homelessness.
- Housing insecurity touches nearly half of adults at some point in their lives. Most Americans believe it is challenging to find affordable quality housing in their communities, and more than half of all adults say they have made at least one trade-off to cover their rent or mortgage. Such trade-offs include cutting back on health care, healthy food, and moving to less-safe neighborhoods. Aging adults who may simultaneously experience a disability, illness, or reduced income are even more impacted.
- Housing instability – including frequent moves, overcrowding, and the threat of evictions or foreclosure, creates stress, depression, and hopelessness for far too many seniors.
- Aging adults living in housing that they struggle to afford often describe themselves as less healthy.

WHERE: Juliette Fowler Communities, 1234 Abrams Rd., Dallas

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

###

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 North Texas and one of only two in Texas, Fowler's program employs evidence-based techniques to adapt experiences to an individual's cognitive abilities and strengths. JFC 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 human trafficking and exploitation. Visit fowlercommunities.org or call 214.827.0813.

YOUR COVERAGE IS REQUESTED!
(Please see attached artist rendering.)