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SENIOR LIVING

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FOR IMMEDIATE RELEASE

Verve Senior Living awarded 2015 Canada Award for Excellence

On behalf of the company's Board of Directors and its more than 3,000 staff across the country, John Carnella, President and Chief Executive Officer of Verve Senior Living is pleased to announce that the organization has been awarded the highest level of distinction by the Canada Awards for Excellence for the fifth time.

Mr. Carnella stated "We are honoured to be receiving this prestigious award again, as it recognizes our passionate commitment to service excellence in all that we do. This highly sought after award is affirmation that we are indeed, creating environments that are fulfilling for our residents. And the credit for that goes to our staff - they consistently deliver each and every day on the customer experience, always putting our residents' needs first, and working hard to create a great day, every day for those who live with us".

Verve Senior Living measures its performance using a tool the company calls VQI or *Verve Quality Improvement*. VQI measures the service related areas the company identifies as most important. "We are always striving to improve our level of service, and VQI is the way we measure how we are doing. We've been measuring our performance for over two decades because good isn't good enough – we always strive to do better and VQI helps us do just that" says Mr. Carnella.

Verve Senior Living is owned by Diversicare Canada, a Canadian company with a 35-year track record of successfully operating retirement residences and long-term care facilities in Ontario, British Columbia, Alberta and Saskatchewan.

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