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FOR IMMEDIATE RELEASE

Cedarfield Recognized as First Dementia Friendly Business in Henrico County

December 16, 2019 — RICHMOND, Va. — **LeadingAge Virginia**, the association of nonprofit providers of aging services in the Commonwealth, has recognized **Cedarfield** as the first **Dementia Friendly Business** in Henrico County.

Backed by Pinnacle Living's 70+ years as a leader for retirement living solutions in Virginia, Cedarfield is a life plan community that opened its doors in Henrico's West End in 1996.

In order to receive the Dementia Friendly Business designation, Cedarfield confirmed that:

- Dementia Friends information sessions will be included for all new team member hires.
- 50 percent of all community members – residents and team members – will become Dementia Friends while working toward a goal of 90 percent.
- Board members, volunteers and management team members will be Dementia Friends.
- Dementia Friends information sessions and additional educational offerings focusing on aspects of dementia will be offered annually.

"I am thrilled by the commitment of the entire Cedarfield community to create an inclusive organization for those living with dementia and their care partners," said **Melissa Andrews**, LeadingAge Virginia's President and CEO. "Their efforts are critical as we continue to progress toward our goal of Dementia Friendly Virginia."

[Dementia Friendly America](#) launched at the 2015 White House Conference on Aging. The goal is to catalyze a movement to more effectively support those living with dementia and their care partners. Every part of the community plays a role in creating an informed, safe and respectful dementia friendly culture for individuals living with the disease, their families and care partners.

Dementia Friendly businesses establish customer service, communication, and environmental practices to accommodate cognitive impairment as well as commit to support for team members

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who are care partners themselves. LeadingAge Virginia and the Virginia Department for Aging and Rehabilitative Services are the co-leads for the Dementia Friendly Virginia and Dementia Friends Virginia initiatives.

“This recognition confirms our team’s dedication to resident-centered support across the transitions of aging,” said **Michael Shaw**, Cedarfield’s Executive Director. “We live out our mission everyday of Enriching Life’s Journey. Cedarfield will always be committed to offering a range of support to maximize independence and ongoing community engagement for our residents.”

Cedarfield and Pinnacle Living look forward to working in collaboration with other community sectors to make the entire Henrico County community more dementia friendly.

To learn more about Dementia Friendly America, visit dfamerica.org. To become a part of the Dementia Friends Virginia movement, visit https://leadingagevirginia.org/mpage/DFVA_Home.

About Cedarfield and Pinnacle Living

Cedarfield is life plan community in Henrico County, Virginia. Opened in 1996, Cedarfield is built on the solid foundation of [Pinnacle Living](https://pinnacleliving.org), a not-for-profit provider of retirement living in Virginia since 1948. Our mission is Enriching Life’s Journey and our commitment to high standards of personal attention is the bedrock of every one of our communities. Learn more at cedarfield.org and pinnacleliving.org

About LeadingAge Virginia

LeadingAge Virginia is an association of not-for-profit aging services organizations serving residents and clients through life plan/continuing care retirement communities, senior housing, assisted living, nursing homes, adult day centers and home and community based services. Learn more at leadingagevirginia.org