

# NEWS RELEASE

## Waterford on South Hill



FOR IMMEDIATE RELEASE

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### **Waterford on South Hill to become Touchmark on South Hill later this year**

SPOKANE, Wash. – Waterford on South Hill — a Touchmark community — has announced that it will change its name later this year to Touchmark on South Hill. Because Waterford already is part of the Touchmark family, everything but the name will remain exactly the same. The ownership and management remain unchanged.

For decades, Touchmark has supported two brand names: Waterford and Touchmark. The company's first six retirement communities were named Waterford because of the strong association with fine quality and craftsmanship. Today, though, the name Waterford no longer is unique and has numerous uses. As the company turned 30, the Touchmark senior management team, with input and support from Waterford executive directors, made the decision to use the Touchmark name for all of its communities and affiliates.

“We are excited to broaden Touchmark's use,” says Waterford Executive Director Jeff Bair. “Touchmark is a registered/trademarked name with 30 years of experience, and we're proud of it.”

The name change will be phased in throughout the year.

Waterford on South Hill opened in 1991 and is completing an interior and exterior remodel. The full-service retirement community offers a range of homes and lifestyles. For more information, visit [WaterfordSpokane.com](http://WaterfordSpokane.com).

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