



FOR IMMEDIATE RELEASE

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Colleen Ryan Mallon Joins Frasier Executive Team

BOULDER, CO: Frasier, a not-for-profit Life Plan community in Boulder, will soon welcome Colleen Ryan Mallon as Vice President of Marketing and Advancement, a newly developed executive role, at the start of 2021. With the retirement announcement of Vice President of Philanthropy and Social Responsibility Karla Rikansrud, Frasier reviewed its current and future needs of the community's marketing, sales, communications, and development efforts. The result of that study was the creation of a new position that will encompass all these responsibilities which Colleen will oversee.

Colleen's extensive senior living career has involved all aspects of Life Plan community operations, as well as home and community-based services. Her broad experience ranges from sales, marketing, and public relations, to strategic and financial planning, as well as regulatory issues, operational duties, and launching innovative programs. Colleen received her Bachelor of Arts degree in Sociology/Gerontology from Trinity College in Washington, DC, and holds licensures as a Preceptor, and as a Nursing Home Administrator from the Commonwealth of Virginia.

Colleen comes to Frasier from Kendal Corporation, based in Kennett Square, PA, as their Chief Marketing Officer. Kendal Corporation is a federation of affiliated communities and community-based programs, including 12 existing Life Plan communities, and one Life Plan at Home program. Colleen was also an instrumental part of the Kendall development team for project expansions and new business, and the corporate strategy team. She also worked closely with the philanthropy department to promote the Kendal Charitable Fund.

Before Kendal, Colleen led the marketing and sales operations, along with other ground-breaking initiatives, at Goodwin House Incorporated (GHI) for 13 years. GHI is a successful non-profit senior living organization offering an array of services, communities, and programs for older adults in northern Virginia. Under her leadership, Goodwin House at Bailey's Crossroads successfully filled a 106-apartment new tower, as part of a \$143 million expansion. In 2013, Colleen was promoted to Vice President of Marketing and Mission Expansion, and was responsible for existing revenue as well as exploring and implementing new business opportunities - which led to the successful launch of Virginia's first Life Care at Home program.

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Other previous work experience includes a nearly 12-year stint at The Washington House Inc./The Fountains of Washington House in Alexandria, VA, where she began as the Director Marketing and rose through ranks to President and CEO. Under her direction, Washington House received a LeadingAge Innovation of the Year award, and pioneered one of the first community-based programs in Virginia.

"We are excited and fortunate to have someone of Colleen's caliber and experience join our executive team," commented Tim Johnson, President and CEO of Frasier. "During this time of transition, there is no better person to lead these departments. She is a proven leader with a sharp and intuitive business vision."

Colleen added, "Having worked in senior living all of my professional life, I'm thrilled to begin a new chapter at Frasier. I'm looking forward to the opportunity to help lead such an innovative and caring community."

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About Frasier

As Colorado's only CARF-accredited Life Plan community, Frasier is an independent, not-for-profit, mission-driven, senior living community dedicated to helping seniors enjoy vibrant and fulfilling lives since 1960. Located at 350 Ponca Place in Boulder, CO, the 20-acre campus features independent living, assisted living, memory support, long-term care, skilled nursing, rehabilitation services, a wellness center, and care for nearly 500 residents. Recently, Frasier has grown to meet the needs of the older adult community. With a robust \$100+ million investment, Frasier has expanded and added many upgrades. More information about Frasier is available by calling (303) 499-4888 or visiting www.frasiermeadows.org.