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Contact Information:

Devon Calabrese
Director of Sales & Marketing
Grace Inspired Living
(267) 245-2530
dcalabrese@graceinspiredliving.org



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GRACE INSPIRED MINISTRIES ANNOUNCES REBRANDING TO GRACE INSPIRED LIVING

Telford, PA – Grace Inspired Ministries has completed a rebrand of the organization and will operate under a new name, Grace Inspired Living. Grace Inspired Ministries was formed in 2017 as the parent company of affiliated continuing care retirement communities Lutheran Community at Telford (LCT) and The Community at Rockhill (CAR). It has since expanded to include an affordable senior housing community, Sellersville Senior Residences, which opened in May 2022.

“While we recognize ministry as the foundation of our continuing care communities, we have found that ‘living’ speaks to the dedication we have in supporting an independent, fulfilling lifestyle,” said Dan McKee, President and CEO of Grace Inspired Living. “We realize the importance of respecting the traditions and values of each community with the change of our name. We want to be sensitive to not only our residents, but families and employees that we serve.” McKee believes a revision of the organization’s name and mission statement allows its leadership to examine what other avenues they can pursue to serve more seniors within the community.

One new venture currently underway is a 66-cottage neighborhood called Summerfield on Lutheran Community at Telford’s campus. The new construction, single-story units offer maintenance-free living in three layout options that expand the opportunity for customization of the residences. Phase two of the project opened for occupancy at the end of October with phases three and four to follow.

The rebranding of Grace Inspired Living includes three new logo designs, establishing consistency between the parent company and its affiliated communities (LCT and CAR). The company has also merged three separate websites into one new master domain, graceinspiredliving.org, which is now live. Visit the site to explore the new brand.

Grace Inspired Living operates as a not-for-profit, faith-based entity, guided by God’s love, dedicated to providing communities and services that enhance the lives of older adults in a supportive setting that values residents, employees, volunteers, and families.

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