



FOR IMMEDIATE RELEASE  
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Contact: Stacey Olson  
734.433.1000 ext. 324

## CHELSEA RETIREMENT COMMUNITY NAMES EXECUTIVE DIRECTOR

CHELSEA, MI – United Methodist Retirement Communities has announced Lori Herbig as the executive director of Chelsea Retirement Community (CRC).

In her new position, Herbig will oversee all facets of the Chelsea campus, including Independent Living, Assisted Living, Kresge Skilled Nursing and Rehabilitation, and Towsley Village, CRC's state-of-the-art memory care center.

Prior to CRC, Herbig was with Sunset Association for 18 years, most recently as Chief Operating Officer of Healthcare. As COO, she was responsible for a skilled nursing facility and an assisted living facility, each with specialized memory loss units, as well as a home-care company.

Herbig is a Licensed Nursing Home Administrator and a Licensed Practical Nurse. She has a bachelor's degree in Management and Organizational Development and a master's in Public Administration. She has served on the Board for the Michigan Continuing Care Alliance and the board of directors for the Michigan Association of Homes and Services for the Aging.

*Building on a foundation of more than 100 years of service, United Methodist Retirement Communities is a faith-based, non-profit organization that promotes the wellness, dignity and independence of older adults, by providing high quality, innovative and compassionate senior residential care services across Southeast Michigan.*

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