



SHANNON LYNCH NAMED EXECUTIVE DIRECTOR OF SUMMIT BY MORRISON

White Mountains' Newest Senior Living Community Has Familiar Face at the Helm



WHITEFIELD, N.H. – Summit by Morrison is proud to introduce Shannon Lynch as Executive Director of the region's first-of-its-kind senior living community.

Lynch was involved in the earliest stages of planning for Summit by Morrison, which opened in May. She was Marketing Director before taking on her current role.

"It's an honor to be able to keep building on what we started and introduce more people to Summit by Morrison," Lynch said. "This is such a special community."

Summit by Morrison was developed by The Morrison Assisted Living and Skilled Nursing Care (The Morrison) to create the region's only full continuum of care for seniors. There are 14 Independent Living cottages, 33 Independent Living apartments, 24 Assisted Living apartments and 12 apartments for residents who require Memory Care.

"Shannon's experience makes her incredibly well-versed for the position," said Brian Fogg, chair of the Board of Trustees for The Morrison. "She is great with the residents, our staff and the community."

Lynch is responsible for the operating budget and marketing efforts, as well as maintaining a consistent focus on culture, resident satisfaction and quality.

Lynch, a graduate of Southern New Hampshire University, was the sales manager and HR coordinator at the Mountain Club on Loon in Lincoln before joining Summit by Morrison.

About Summit by Morrison

Summit by Morrison is a senior living community located in Whitefield, N.H., in the heart of the White Mountains. Summit by Morrison was developed by The Morrison Assisted Living and Skilled Nursing Care in Whitefield to provide Independent Living Assisted Living and Memory Care living. For more information, go to www.summitbymorrison.org.

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