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The Clare at Water Tower Promotes Two Associates to Lead Life Care Community in Downtown Chicago

Chicago - CHICAGO, Ill.: The Clare at Water Tower has recently announced the promotions of Jacqueline Quinn to director of marketing and Jim Edlund to director of sales. Quinn is responsible for establishing marketing objectives designed to attract seniors desiring an active lifestyle and outstanding customer service. Edlund manages day-to-day operations of the sales staff at the *Life Care* senior living community located on the Loyola University Chicago Water Tower Campus.

“Both Jacqueline and Jim have been dedicated members of The Clare team and have worked tirelessly to serve the valued members of our community, making sure they receive the best we have to offer,” said Tom Rotz, executive director at The Clare. “Having both of them take on expanded roles in our community allows us to utilize their strengths and continue to raise the bar on our high standard of excellence.”

Quinn previously spent more than two years as director of sales at The Clare, after being promoted from senior living counselor. During that time, she received the Franciscan Productivity Award from Franciscan Communities, sponsored by the Franciscan Sisters of Chicago. Prior to joining The Clare team, Quinn spent seven years in the telecommunications industry, most recently holding the position of vice-president of real estate for a telecommunications management company in Chicago. Prior to that, Quinn worked with a real estate developer in Philadelphia for nearly ten years.

Edlund has more than eleven years of experience in the senior living industry. He previously spent four-and-a-half years as a senior living counselor at The Clare. During that time, Edlund received the Franciscan Productivity Award from Franciscan Communities, sponsored by the Franciscan Sisters of Chicago. Prior to joining The Clare team, Edlund worked for six years as a sales agent for New Maturity Direct; while there, he was recognized as the National Sales Agent of the Year. Edlund received a bachelor’s degree in journalism/communications from the University of Wisconsin-Madison.

For more information about The Clare at Water Tower, please visit www.theclareatwatertower.com or call (312) 951-5690. About The Clare at Water Tower

The Clare at Water Tower, opening December 2008, is sponsored by the Franciscan Sisters of Chicago and owned by the Franciscan Sisters of Chicago Service Corporation (FSCSC). The Clare, is the nation’s first high-rise *Life Care* community to be built in a major city center, and is being developed by Irving, Texas-based Greystone Communities in Chicago’s Gold Coast. This *Life Care* community is a type of continuing care retirement community that combines maintenance-free independent living; estate protection; a variety of services and amenities; and access to assisted living, skilled nursing and memory support – all under one roof. The Clare offers a variety of financial options, including our Gift of Care program and is built on land leased from Loyola University Chicago.

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