



**Brookdale Niles Residents' Wish of a Lifetime to See Chicago from the Sky Comes True  
*Seniors Take a Helicopter Tour to View the City they Love from New Heights***

Bob Karas, 93, and Phyllis Dubow, 89, are residents of Brookdale Niles, a senior living community, who love their hometown of Chicago and have lived here all their lives. They've experienced the city in countless ways, but never from a helicopter. Brookdale and the Wish of a Lifetime organization granted Bob and Phyllis' Wish when they soared through the skies on Friday, March 25, and toured the city from a new perspective.

"It's was a perfect day," said Phyllis of her and Bob's Wish of a Lifetime experience. "The experience was an absolute thrill! Bob and I have talked about taking a helicopter tour for a while, but we thought we might be too old to do it," she continued. "We want to thank Brookdale and Wish of a Lifetime for this memorable opportunity."

In 2010, Brookdale Senior Living and Wish of a Lifetime formed a partnership to provide a helping hand in making some of the dreams of Brookdale's residents come true. To request a Wish, residents fill out a Wish application explaining an experience they would like to have fulfilled and how that experience relates to one or more dimensions of Brookdale's Optimum Life® platform. Optimum Life cultivates whole-person wellness through fulfillment in the six key dimensions: purposeful, emotional, physical, social, spiritual and intellectual. Since the partnership's inception, more than 600 Brookdale seniors have had their Wish granted.

For more information about Brookdale and Wish of a Lifetime visit [brookdale.com](http://brookdale.com) and [wishofalifetime.org](http://wishofalifetime.org)

###

***About Brookdale***

*Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide high quality service, care and living accommodations for residents. Currently Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,114 communities in 47 states and the ability to serve over 107,000 residents. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health, personalized living and hospice services.*

***About Wish of a Lifetime***

*Wish of a Lifetime™ fosters respect and appreciation for deserving seniors by fulfilling their life-enriching Wishes. Founded in 2008 by two-time Olympic skier, World Cup gold medalist, entrepreneur, and former NFL football player Jeremy Bloom in living honor of his grandmother, Wish of a Lifetime has made over 1,000 Wishes come true for seniors in all 50 states and the District of Columbia. The organization aims to create a positive shift in the way society views and values aging by sharing the stories of its inspiring Wish recipients with those of all generations. After experiencing a wish, 93 percent of Wish recipients stated they felt their quality of life improved and 76 percent said they felt their overall health improved. To learn more about the organization or to help fulfill a senior's Wish visit [www.wishofalifetime.org](http://www.wishofalifetime.org)*