

FOR IMMEDIATE RELEASE

## **Adam Merrell Joins Castle Rock Care Center as Executive Director**

(Castle Rock, CO) – **Solterra Senior Living Colorado, LLC**, welcomes **Adam Merrell** as the new Executive Director at Castle Rock Care Center, in Castle Rock, Colorado. Adam officially started on October 1, 2015 and most recently held a similar position at the State of Wyoming Life Resource Center, located in Lander.

Mr. Merrell's accomplished 20 year career in the operations and management of senior health and residential living facilities includes positions in California, Nebraska, Arizona, Wisconsin and previous stints in Colorado.

"My goal is for us, as a team, to provide the highest quality, five-star care and service to our clients and residents. Overall, the vision is to make Castle Rock Care Center the gold standard of the industry and a warm and inviting setting for those we serve. My family and I are delighted to put down roots in this community and call Castle Rock our home."

**Inge Duran**, Vice President of Operations at Solterra Senior Living noted: "We're thrilled Adam has joined the team in this leadership capacity in Castle Rock. He brings an innovative background and level of management expertise, based on his successful and extensive career in health and senior care. Adam is noted in the industry for his strategies which drive organizational growth, maximize performance, raising staff morale and a motivational commitment to enhancing the resident experience. With Adam at the helm, we look forward to a glorious future at Castle Rock Care Center."

Solterra Senior Living is a family owned operation that began with the father/son team of Jeff and Steve Jorgenson in 2008. Their first 100 roomed assisted living/memory care community opened in Chandler in 2008, followed by their second 117 unit assisted living/memory care community in Lakeside, AZ that same year. Solterra Senior Living Colorado, LLC, formed in 2008, resulted in the purchase of the Castle Rock community. Solterra Senior Living, LLC also owns Solterra Sub Acute in Central Phoenix, which provides high-level, skilled nursing care to the Phoenix area.

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### **PRESS CONTACT:**

#### **Nancy Bates**

Regional Marketing Director  
Solterra Senior Living  
14650 N. 78th Way, Building B  
Scottsdale, AZ 85260  
mobile [480.980.2818](tel:480.980.2818) | fax [602.553.7574](tel:602.553.7574)  
[nbates@solterrasl.com](mailto:nbates@solterrasl.com)

