



**FOR IMMEDIATE RELEASE**

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## **THE VILLAGE AT PENN STATE ANNOUNCES NEW LOGO** **Retirement Community Maintains Strong Bonds with University**

**State College, PA., Apr. 16, 2018** – The Village at Penn State, Pennsylvania’s premier university-based retirement community, proudly announces a new logo which reflects an established commitment and connection to Penn State University.

The Village’s new logo leverages the character of Penn State’s current brand and is designed to reproduce better in the digital age. Complete with a strong font and contemporary style that is visually engaging, the logo is optimized for social media and electronic placement. This change follows the recent transformation of the Penn State logo, and further emphasizes the recognized relationship between the university and retirement community.

“Our new logo is emblematic of the strong relationship we enjoy with Penn State University,” says Ellen Corbin, executive director of The Village. “As one of the nation’s leading university-based retirement communities, The Village is unique in that our community is on the doorstep of the University campus. This affords our residents the opportunity to regularly interact with students and to take advantage of everything Penn State has to offer including lectures, sporting events and a vibrant downtown. The new logo reinforces our relationship, and showcases the rich tradition of excellence of both Penn State and The Village.”

Boasting views of Beaver Stadium, Penn State’s student-run farmland and Mount Nittany, The Village at Penn State has redefined retirement community living by offering residents the opportunity to be part of the Penn State University culture. Many of the residents who call The Village home are former Penn State students, faculty members and department heads.

“Because we are part of the Penn State community, our brand identity is interwoven with that of the university,” Corbin said. “Our residents are proud of the intergenerational bonds formed with students, which have come as a result of shared experiences within volunteer programs, community events and our proximity to downtown life.”

Since its opening in 2003, The Village has been an ideal location for those seeking an active retirement lifestyle. With over 250 residents in 138 apartments and 12 cottages, The Village affords a wealth of truly enjoyable experiences that inspire an atmosphere of lifelong learning. Daily events include lectures by Penn State professors, outings to productions at the Center for the Performing Arts at Penn State, on-site performances by local musicians, resident-lead art shows, transportation to top-tier sporting events and much more.

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### **About The Village at Penn State**

Located at 260 Lion’s Hill Road, State College, PA, The Village at Penn State, a member of the Liberty Lutheran family of services, is a not-for-profit continuing care retirement community that maintains an

# The Village

AT PENN STATE



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innovative relationship with Penn State University. The community provides a full continuum of care and services for seniors including independent living, personal care, rehabilitation and skilled nursing.