



October 14, 2020

Dear Sunrise Residents and Families,

We are well into autumn, and with each new season, we enter a new phase of our persistent journey to reach the other side of this pandemic. We join others across the globe in continuing to learn more about COVID-19, and finding new, creative ways to meet one another's need for laughter, purpose and human connections. This is true in our personal lives, and true across our Sunrise communities.

At the onset of this pandemic, Sunrise expanded our existing [infection control](#) protocol and procured personal protective equipment from across the globe. We engaged experts in infectious diseases and gerontology, and reconciled guidance from the Centers for Disease Control & Prevention, the World Health Organization and Center for Medicare Services, with mandates from hundreds of local, state and provincial health departments. As you know, our communities stopped allowing visitors – a heart-wrenching decision that kept our residents from seeing their loved ones. Our team distributed hundreds of iPads to our communities so that families could stay in touch. It was an effort that would not have been possible without the dedication of Sunrise team members across North America.

Today, states and provinces across the U.S. and Canada are once again seeing a rise in COVID-19 cases. As we care for one of the most vulnerable populations, we ask for your continued understanding of the extraordinary circumstances that surround us all. We continue to evolve our guidance in accordance with state and provincial orders across the U.S. and Canada while keeping the needs of our residents and team members forefront in our planning.

We fully grasp the emotional toll this pandemic has taken on our families, residents and team members. We are asking you to trust that we are making every effort to keep you connected to your loved ones, while balancing the need for their safety by maintaining social distancing guidelines. As always, we must follow directives from state and local health care agencies as we work diligently to extend our resumption of operations plans to safely allow for more visitation and other engagement opportunities, particularly as we enter an important holiday season.

Through all of this change, your loved ones – our cherished residents – have remained strong and positive. I'm sure their resilience comes as no surprise to you, given the rich, fulfilling lives they've led and the hard times through which they've persevered. I'm thankful now more than ever for their experience and perspective.

I can't tell you that the next several months will be easy. But, I can tell you that we have ethical and responsible protocols, rooted in science and vetted by experts, in place to help protect you and your family from COVID-19. Our team members are dedicated to protecting our families, and they are passionate about coming into work every day, despite the challenges they face. As we look forward to the holidays, we're planning to offer the same sense of warmth and connection that we do every year, and you can look forward to hearing more about those plans in the coming weeks.

We are here for your family, and do not take for granted the trust you place in our team each and every day.

Sincerely,

Jenifer Salamino
Chief Operations Officer
Sunrise Senior Living