



SENIOR RESOURCE GROUP ANNOUNCES ACQUISITION OF FOUNTAINVIEW AT GONDA IN PLAYA VISTA

*Renamed Entity “Avocet Playa Vista” Will Become
Senior Resource Group’s Third Community in Los Angeles*

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LOS ANGELES — OCTOBER 1, 2024 – [Senior Resource Group LLC \(SRG\)](#), a nationally recognized leader in developing and operating award-winning luxury senior living communities announced today that it will assume the ownership and operation of Fountainview at Gonda in Playa Vista, previously owned and operated by [Los Angeles Jewish Health](#) (LAJHealth). At the same time, SRG is renaming the community **Avocet Playa Vista.**

“We are pleased that LAJHealth chose Senior Resource Group to acquire Fountainview at Gonda,” says SRG CEO Michael Grust. “SRG has a longstanding commitment to being a catalyst for great resident experiences, including a focus on transformative wellness. Our seasoned leadership, unique signature programs, and renowned reputation—backed by more than 35 years operating premier retirement communities nationwide—position us to continue the success of this exceptional community.”

SRG is committed to maintaining the robust Jewish values foundational to the community’s success.

“It was imperative that we identify an organization like Senior Resource Group to continue to operate this location with the highest standards,” says CEO & President of Los Angeles Jewish Health Dale Surowitz. “We are confident SRG is a wonderful fit to meet the needs of this population moving forward and we deeply appreciate the assurances that there will be an ongoing commitment to Jewish values ensuring residents can continue to live, and thrive, in their preferred lifestyle.

“This transition empowers us to rededicate our resources into caring for even greater numbers of older adults in dire need of our services, including seniors who do not have the physical, mental or financial capabilities to care for themselves, and who may have nowhere else to turn for their care,” notes Surowitz.

Situated within “Silicon Beach” on the Westside of Los Angeles in the community of Playa Vista, Avocet Playa Vista is designed to feel like its own intimate village. It is SRG’s third senior housing community in the Los Angeles area. Avocet, which is the name of a distinctive shore bird, suggests a soaring, elevated sense of place, complementing the unique architecture and setting of the community. The name Avocet

has deep symbolic meaning in many cultures representing balance and harmony, transformation and renewal.

Avocet Playa Vista also has the distinction of being a part of the Playa Vista homeowners' association. This makes it a full-service community within a community, offering abundant high-end amenities, full-service restaurant, bar/bistro, performing arts theatre, arts center, indoor pool and fitness center, mind and body programs, cultural events, and onsite rehabilitative health care. In addition to all the amenities and services within the retirement community, Avocet offers all the advantages of living in Playa Vista, including a coastal lifestyle with shops, services, and eateries nearby.

A Continuing Care Retirement Community (CCRC), Avocet Playa Vista offers independent living, assisted living, memory care, and integrated health care including rehabilitative therapies. Residents own a long-term contract for care and services in a well-appointed private residence at the community with access to all community amenities and offerings.

To ensure a smooth transition, SRG's leadership team has been spending time at Avocet Playa Vista meeting with residents, families, and staff to listen and share information.

About Senior Resource Group

Headquartered in San Diego, California, Senior Resource Group, LLC (SRG) owns, develops and operates quality independent living, assisted living and memory care communities across the United States. Since 1988, SRG has championed the development and management of thoughtfully designed communities providing older adults with service-enriched, supportive living environments. SRG presently owns and operates senior living communities in Arizona, California, Florida, Georgia, Oregon and Texas. For more information, visit www.SRGseniorliving.com.

About Los Angeles Jewish Health

Founded in 1912, and formerly known as the Los Angeles Jewish Home, non-profit Los Angeles Jewish Health (LAJHealth) is the largest single-source provider of comprehensive senior healthcare services in the Los Angeles area, serving nearly 4,000 people each year. Thousands of seniors benefit from our community-based and in-residence care and services. Programs include: Independent Living; Assisted Living; Senior Behavioral Health; Short-Term Rehabilitation; Skilled Nursing; PACE; Hospice & Palliative Care; Geriatric Health; Memory Care. In addition, LAJHealth is home to the Annenberg School of Nursing.

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