



FOR IMMEDIATE RELEASE

Lisa French

Brio Living Services, formerly known as UMRC & Porter Hills
734-433-1000 ext. 7426

UMRC & Porter Hills Announces New Corporate Brand as Brio Living Services

Chelsea/Grand Rapids, MI, Mar. 1, 2022 – Nonprofit senior living organization United Methodist Retirement Communities (UMRC) & Porter Hills is pleased to announce a new brand and name for its corporate umbrella: Brio Living Services at www.MyBrio.org.

In March 2019, UMRC and Porter Hills affiliated as one organization under shared leadership and governance. During the past three years, the organization has become a united and highly effective provider of exceptional, inclusive, and compassionate care and services for older adults across lower Michigan.

“After working together during the toughest possible circumstances during COVID-19, our organization is ready to begin looking forward again,” said Brio Living Services president and CEO Steve Fetyko. “The time is right to unify under one name that truly embodies the important work we do of bringing life, joy, and vigor to older adults and their families.”

Following a 10-month process during which strategic leaders gathered insights from residents and families, team members, and communities, the organization settled on a new brand that reflected its mission, ‘welcoming all, partnering together, enriching lives’ and vision of ‘a world in which all are empowered to age well.’

Finding the right name to represent the organization’s intentional growth was integral in the process, board chair Mary Wagner said.

“The word ‘brio’ means vivacity, verve, enthusiastic vigor – the very aspects of joyful living that we aim to bring to the older adults in our care,” said Wagner.

The names of the 24 current locations and service lines that are a part of the Brio Living Services family will remain the same. Over the next few months, Brio Living Services' new branding will be added to the website and community and corporate materials.

“While our name has changed, our commitment to providing the very best care and services to older adults remains steadfast,” said Wagner. “Whether through our market-rate and affordable residential locations, or the home- and community-based services we provide, such as Programs of All-Inclusive Care for the Elderly (PACE) and Home Health, it is our utmost goal – always – to ensure the highest level of independence and vibrancy for those we serve so they can live their best lives. We believe the name ‘Brio Living Services’ captures that.”

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*Building on a foundation of over 165 years of combined service to older adults, **Brio Living Services**, formerly UMRC & Porter Hills, is a faith-based, nonprofit organization whose mission is: Welcoming all, partnering together, enriching lives. Its vision is: A world in which all are empowered to age well. Brio Living Services represents the second largest nonprofit senior living organization in Michigan. With a tradition of exceptional quality and a commitment to cutting-edge care, Brio Living Services and its affiliates serve more than 8,000 older adults each year, from 24 locations and service lines, across 22 counties in Michigan’s lower peninsula. 734.433.1000 | 616.949.4975 | MyBrio.org*