



For Immediate Release

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Avenues by Brio Living Services Expands to West Michigan Lakeshore

Continuing Care at Home Program Focuses on Health & Wellness, Living Independently

Grand Rapids/Holland, Aug. 6, 2026 – Senior living organization Brio Living Services announces that its Avenues program is heading to the Lakeshore! Effective September 2026, Avenues by Brio Living Services is bringing its unique services to Holland, Grand Haven, Spring Lake, and other lakeshore area communities.

The only program of its kind in West Michigan and one of just three statewide, Avenues by Brio Living Services is a Continuing Care at Home program, focusing on health and wellness and providing navigation services for its members to remain living independently in their own home as they age.

“I like to describe Avenues as a personalized journey through aging—there’s no set plan or agenda,” said Paige Hendrickson, RN, Executive Director of Avenues. “Quality of life is the most important goal.”

“At Brio, we want to offer services where older adults wish to receive them—whether in one of our beautiful residential communities, or in the comfort of their own homes,” said Chief of Home and Community-Based Services for Brio Living Services Luke Reynolds. “Avenues offers an option for those who choose to stay in their home.”

This expansion for Avenues takes the program from approximately a 35-mile radius from Grand Rapids to serving communities along Lake Michigan.

“It has long been Brio’s desire to bring this incredible program to West Michigan’s beautiful lakeshore communities,” said Reynolds. “Avenues is precisely the type of program that people long for: a proactive, tailored, and wellness-directed approach to aging successfully on one’s own terms.”

“There aren’t a lot of senior living options or aging at home resources on the Lakeshore,” explained Katlin Mills, Avenues Sales Advisor. “This is where some of the desire comes from. People also really love the homes and communities where they live and the friends they have there. It’s where their grandkids come to visit. Membership in Avenues equips them to age in place with a team of experts backed by Brio Living Services to allow them to successfully age at home.”

The Avenues program is available to adults aged 55 and older who live independently and meet the program’s medical eligibility criteria. A significant advantage of Avenues is that it helps members safeguard their financial assets while providing access to future care and support. Membership includes a one-time entrance fee and a monthly service fee.

“Avenues really appeals to people who are planners, who are forward thinking and looking at the next ten years, and want to be empowered to age in their own setting,” said Mills. “Often, these are people without kids, as well as those who want to free their family from having to take care of them.”

One member is Sue S., who is single and whose two grown sons live far away. “The safety net of Avenues is important as I get older,” said Sue. “Avenues offers a point of contact for my sons should we need it, and I have an assigned Avenues navigator who helps me with age-appropriate exercise programs and accompanies me to doctor’s appointments as needed, to name just a few benefits.”

Sue will be one of the speakers at Avenues’ first Lunch and Learn event in Holland on Wednesday, September 16 at 11:00 a.m. at Macatawa Golf Club at 4600 Macatawa Legends Blvd. A virtual event will be held on Tuesday, September 22 at 2:00 p.m., with an additional Lunch and Learn at Macatawa Golf Club on Tuesday, September 29 at 11:00 a.m.

Those interested in these events may reserve their spot at www.AvenuesBLS.org or call 616.914.1172 to learn more.

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*Building on a foundation of serving older adults since 1906, **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 and serves the most economically diverse population of older adults. With a tradition of exceptional quality and a commitment to cutting-edge care, Brio Living Services and its affiliates serve approximately 9,000 older adults each year, from 23 locations and service lines, across 22 counties in Michigan’s lower peninsula. 734.433.1000 | 616.949.4975 | MyBrio.org*