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## **Christine Fares Walley to Head Marketing Team at Lions Gate Continuing Care Community, Voorhees, NJ**

Voorhees, NJ – August 26, 2019 – Lions Gate President and CEO, Susan Love recently announced the appointment of Christine M. Fares Walley, as Marketing Director for Lions Gate Continuing Care Retirement Community. Originally from Central New Jersey, Walley is an experienced healthcare marketing professional, and has created and implemented successful marketing and sales initiatives throughout the healthcare continuum. Previously, as the Director of Marketing, Sales and Communications for Trinity Health PACE (Program of All-Inclusive Care for the Elderly) in Michigan, Chris was responsible for guiding PACE programs in all stages of development to achieve enrollment goals and brand recognition across the country.

She also served as Director of Marketing and Public Relations for St. Francis Medical Center, Trenton where she designed a re-branding campaign that successfully positioned the hospital as a leader in Cardiovascular Services. “Chris has a real passion for her work, advocating especially for seniors to make sure they have options to age in place with respect and dignity.” Noted Love, “It is also our mission here at Lions Gate and she is a great asset to us.”

Walley received her MBA from Rider University and a degree in Economics from The College of New Jersey (TCNJ), where she had served as President of the Alumni Board. She also is on the Board of Trustees for Interfaith Caregivers of Greater Mercer County. She resides in Yardley, Pennsylvania with her husband Dave and their children Caitlyn and Michael.

Affiliated with the Jewish Federation of Southern New Jersey, Lions Gate CCRC is a not for profit, full-service continuing care retirement community of 400 residents, with senior living options ranging from Independent Living to a full continuum of on-site care such as Assisted Living, Skilled Nursing and Long-Term Care, Short-Term and Outpatient Rehabilitation, Memory Care and Home Care. An active art studio, full length pool, fitness center, musical & theater events, chef’s table, monthly excursions are among the many activities provided to residents. Lion’s Gate University offers continuing education and lifelong learning classes. Lions Gate is situated on 50 beautiful acres in Voorhees, NJ just off Haddonfield-Berlin Road. Visit [www.lionsgateccrc.org](http://www.lionsgateccrc.org)

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