



## **SARAH LALOYAN HONORED AS WOMEN OF DISTINCTION VETERAN VIP**

### *ATRIA LEADER AWARDED FOR IMPACT ON SENIORS*

**Louisville, KY (March 1, 2023)** – Atria’s Sarah Laloyan, Senior Vice President of Coterie™ and Signature Operations, is honored with a Women of Distinction Veteran VIP award from McKnight’s Senior Living. The Veteran VIP category honors women who have more than 15 years of experience and have made an impact on senior living.

“Sarah’s leadership and her passion for helping older adults thrive is what makes her so outstanding in our field,” said John Moore, Atria CEO and Chairman of the Board. “She deserves to be honored among the best in the industry, because she always sets up our communities and employees for success.”

Sarah leads operations for Atria’s Signature and Coterie brands in metropolitan cities, including Manhattan, San Francisco and Los Angeles. From sales strategy, occupancy, and revenue to hiring, training and staffing – she is responsible for all aspects of the business.

“We have a lot of responsibility as operators. Building relationships with the older adults and families we serve is what I think I do best,” Sarah said of her approach to Atria’s integration of hospitality and operations into all aspects of senior living. “I am most proud of developing great talent and opening communities where hospitality and customer service is at the heart of what we do.”

With more than 24 years of experience, Sarah holds the philosophy that every detail and thought matters in creating a warm, hospitable, vibrant community where older adults continue enjoying life. She sets expectations high for customer satisfaction and seeks out opportunities to mentor future leaders in senior living.

“Sarah drives me personally by her work ethic, her commitment to the residents, and to us as a team. She identifies new talent quickly and has helped so many of us on our journeys from frontline employee to supervisor to director,” Irma Arteaga, Executive Director at Atria Tarzana said. “She has been my inspiration, my driving force and, outside of my mother, my greatest role model.”

Sarah has been at the forefront of Coterie’s launch, and she tailors every element of the resident’s experience. Coterie Cathedral Hill opened its first location in San Francisco in May 2022, and the second location in Hudson Yards, New York opened in January 2023. The luxury senior living brand will expand next in Cupertino, California.

The 2023 McKnight’s Women of Distinction honorees will be celebrated on May 22 in Chicago.

**About Atria Management Company:**

The Atria Management Company, headquartered in Louisville, KY, is a leading manager of independent living, assisted living, supportive living and memory care communities in more than 370 locations in 44 states and seven Canadian provinces. Atria's brands include Coterie, Atria Signature, Atria Senior Living, Atria Park, Holiday by Atria, Atria Retirement Canada and Atria Home Care. Atria communities are the residence of choice for approximately 41,000 senior adults, and the workplace of choice for more than 13,000 staff. Atria creates vibrant communities where older adults can thrive and participate, know that their contributions are valued, and enjoy access to opportunities and support that help them keep making a positive difference in our world.

In the U.S., Atria communities are concentrated along the U.S. East and West Coasts, including 26 communities in metropolitan New York, and 59 in California with concentrations in the Bay Area, Orange County and Los Angeles markets. Atria also has a significant presence in metropolitan areas including Toronto, Boston, Houston, Atlanta, Dallas, Seattle, and Portland. Atria Home Care, LLC, also a subsidiary of ASL, provides private duty aide and companion services in the New York City metropolitan area for senior adults.

For more information about Atria, visit [AtriaSeniorLiving.com](http://AtriaSeniorLiving.com) or follow them on Facebook or LinkedIn. For career opportunities, visit [AtriaCareers.com](http://AtriaCareers.com).

# # #