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MORAVIAN VILLAGE OF BETHLEHEM

Point 26 Suites: Rebranding - Copy for Press Release

**New Brand for Bethlehem 55+ Community
Echoes Traditional Moravian Symbol and Values**

The inspiration for newest brand for a Bethlehem's Premier 55+ Community comes from a little-known fact behind one of the Lehigh Valley's oldest and most-recognized cultural symbols: the Moravian star.

Moravian Village of Bethlehem has unveiled the name **Point 26 Suites** for the 145-unit complex of upscale independent living residences at its 37-acre campus on East Broad Street in Bethlehem, PA. The new name echoes a fine point in Moravian history and values.

When it was first designed in 1830, the original Moravian star featured 26 points of equal length to symbolize the Moravian belief of equality among all people. The Point 26 Suites name is derived from that Moravian design and ethic of equality for all, regardless of race, creed or gender.

“Equality for all was a radical social concept back in the 1800s, but for the Moravians it was the right way to live then, as it is today” said Tracy Patton, Executive Director for Moravian Village of Bethlehem. “The new name for our 55-plus independent living residences reflects who we are as a contemporary community guided by the traditional values of our Moravian heritage.”

From its original 26-point design, the Moravian star has evolved many times through two centuries but remains powerfully present in the Bethlehem community today, from holiday displays and jewelry designs, to the corporate logos of two of the Lehigh Valley's largest employers – **St. Luke's University Health Network** and the **City of Bethlehem**.

Among the unique distinctions for Point 26 Suites at Moravian Village are prime location and the spacious size of its residences. Bordering Historic Bethlehem, a

UNESCO World Heritage Site Candidate, the location of Point 26 Suites is ideal for residents who enjoy a multitude of dining options, year-round cultural events, galleries, shopping and recreational activities. Point 26 Suites 1-bedroom residences rank among the largest in the Lehigh Valley, with floor plans starting at over 845 sq. ft. and 2-bedroom suites as large as 1,700 sq. ft.

All Point 26 Suites feature a designer kitchen, open floor plan, upscale bathroom and private patio balcony. Steps away from each door are community gardens, two on-site restaurants, multiple lounges, a fitness center with sauna, library, reserved underground parking and more.

Point 26 Suites and the benefits of Bethlehem' Premier 55+ Independent Living Community is the focus of a multi-platform plan. Read more today at www.MoravianVillage.com/Suites. For additional information, contact Jennifer Granda by phone at 484-538-3342 or 610-625-4885 x407, or by email at jgranda@moravianvillage.com.

ABOUT: Located on a leafy 37-acre campus, **Moravian Village of Bethlehem** is a non-denominational Continuing Care Retirement Community (CCRC) featuring luxury 55+ independent living choices in the 145-unit **Point 26 Suites** residential community, and the maintenance-free individual **Market Street Cottages**. The community also features multiple active lifestyle assets including restaurants, gardens, fitness center and more. Skilled nursing and medical care are available on-site at the 65,000 sq. ft. Moravian Village Healthcare Center. For additional facts, visit www.MoravianVillage.com

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