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**FOR IMMEDIATE RELEASE
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“Cheer Boxes” Bring Joy to Senior Centers Nationwide

OMAHA – November 30, 2018 – This week, Physicians Mutual is delivering “Cheer Boxes” to senior living facilities across the country. The Cheer Boxes were created to bring holiday joy and entertainment to residents.

In October, the company asked for nominations to receive the “party-in-a-box,” which contains playing cards, games, puzzles, music CDs and movies to help alleviate the loneliness that many residents experience this time of year. Research shows that over half of all seniors living in care facilities never receive outside visitors. The Cheer Box was created to bring residents together for the holidays and beyond.

“Putting the boxes together has been a lot of fun for our team, but we know there’s so much more that can be done,” says Bob Gunia, senior vice president. “Our hope is that this will inspire others to ‘give cheer’ to seniors in their own communities.”

The nominations tell stories that are touching and in some cases, heart-wrenching. Here’s one:

“The staff are some of the most loyal in the industry, and the residents some of the most lower income and isolated in the city. While every care community is deserving, Azria Health Midtown deserves a holiday happiness kit to give everyone- staff and residents- something to look forward to. They already do so much with so little, I just know that with an added gift box from Physicians Mutual, they will be able to amplify their efforts to make residents feel ‘at home’ during the holidays. Activities are always the joy of the residents’ weeks, but often affected by scarce or limited resources. This gift would give them a ‘lift’ that would last in their memories for a long, long time.”

One hundred winners in 39 states were chosen from the 758 nominations. While some of the boxes will be hand-delivered to the winners, most will be shipped and arrive the week of December 3.

Attached, you will find the list of 100 recipients in 39 states. Recipients have been encouraged to take photos and share their Cheer Box stories on our special Facebook “Give Cheers to Seniors” page. You can follow the story there as well. You are welcome to lift photos and video from the page or contact us directly.

About the Physicians Mutual Family

Physicians Mutual Insurance Company and Physicians Life Insurance Company are members of the Physicians Mutual family. Physicians Mutual Insurance Company offers reliable Medicare Supplement, dental and supplemental health insurance. Physicians Life Insurance Company provides important life insurance coverage and annuities. The companies have more than \$3.9 billion in assets and consistently maintain some of the highest financial strength ratings in the nation from independent insurance analysts, including A.M. Best Company and Weiss Ratings.* Founded in 1902, Physicians Mutual® is headquartered in Omaha, NE. To learn more about the company, please visit www.PhysiciansMutual.com.



Congratulations

to all of our Cheer Box recipients!

Our sincere thanks to all of you for the caring connections you make with seniors every day.

Be sure to join our online caring community – GIVE CHEERS TO SENIORS – on Facebook.

There, you can share your Cheer Box party moments to help bring awareness to loneliness – and inspire others to make caring connections with seniors throughout the year.

Abbyshire Place | Bidwell, OH

Alabaster Senior Activity Center | Alabaster, AL

Alden Debes Rehabilitation & Health Care Center | Rockford, IL

Arcadia Gardens Retirement Hotel | Arcadia, CA

Ashbrook Assistant Living Community | Villa Rica, GA

Aspire Physical Recovery Center at Cahaba River | Vestavia Hills, AL

Avera Bormann Manor | Parkston, SD

Avera Rosebud Country Care Center | Gregory, SD

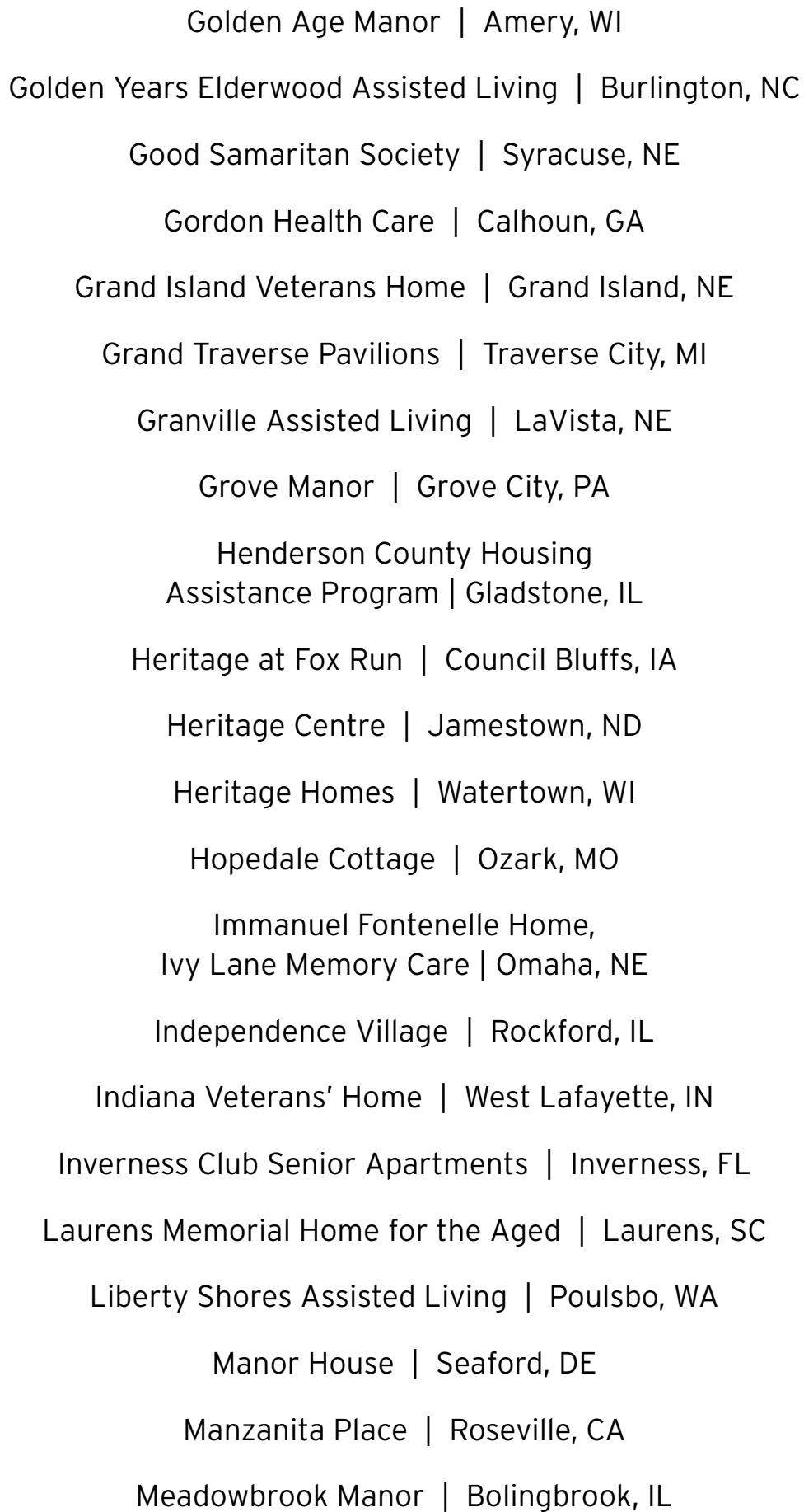
Azria Health Midtown | Omaha, NE

BeeHive Homes of Salt Lake | Salt Lake City, UT

Bella Vista Care Center | Rapid City, SD

Bethlehem Manor | Bethlehem, PA

Bourbon Heights, Inc. | Paris, KY
Brandon Wood Retirement Center | Morton, IL
Brewster Village | Appleton, WI
Brigham House | Watertown, MA
Brightview North Andover | North Andover, MA
Brookdale Liberal Springs | Liberal, KS
Brookdale Nacogdoches | San Antonio, TX
Brooke Apartments | Utica, NY
Cadia Healthcare Pike Creek | Wilmington, DE
Caliche Senior Living | Casa Grande, AZ
Caswell House/Affinity Living Group | Yanceyville, NC
Cedar Village Care and Community | Mason, OH
Cedars of Lebanon Nursing Center | Lebanon, KY
Century Pines Assisted Living | Ozark, MO
Countryside Villa | Wausa, NE
Creekside Village II | Edmond, OK
Cypress Gardens | Bremerton, WA
deFreese Manor | Omaha, NE
de Greeff Hospice House | St. Louis, MO
Desert Winds Assisted Living | Peoria, AZ
Dominion Senior Living of Hixson | Hixson, TN
Elderwood Assisted Living | Waverly, NY
Fairview Senior Apartment Homes | Jefferson, WI
Friendship Assisted Living | Roanoke, VA



Golden Age Manor | Amery, WI

Golden Years Elderwood Assisted Living | Burlington, NC

Good Samaritan Society | Syracuse, NE

Gordon Health Care | Calhoun, GA

Grand Island Veterans Home | Grand Island, NE

Grand Traverse Pavilions | Traverse City, MI

Granville Assisted Living | LaVista, NE

Grove Manor | Grove City, PA

Henderson County Housing
Assistance Program | Gladstone, IL

Heritage at Fox Run | Council Bluffs, IA

Heritage Centre | Jamestown, ND

Heritage Homes | Watertown, WI

Hopedale Cottage | Ozark, MO

Immanuel Fontenelle Home,
Ivy Lane Memory Care | Omaha, NE

Independence Village | Rockford, IL

Indiana Veterans' Home | West Lafayette, IN

Inverness Club Senior Apartments | Inverness, FL

Laurens Memorial Home for the Aged | Laurens, SC

Liberty Shores Assisted Living | Poulsbo, WA

Manor House | Seaford, DE

Manzanita Place | Roseville, CA

Meadowbrook Manor | Bolingbrook, IL

Mease Manor Memory Care | Dunedin, FL
Missouri Veterans Home | St. Louis, MO
Mountain Laurel Lodge | Bend, OR
Muncy Valley Skilled Nursing Center | Muncy, PA
Namaste House Assisted Living | Farmington, NM
NEWCare, Inc. | Crivitz, WI
New Cassel Retirement Center | Omaha, NE
New London Health Center | Snellville, GA
North Park Nursing Center | Evansville, IN
Northridge Center Assisted Living | Medford, OR
Oakview Health & Rehabilitation | Summerville, GA
Oakland Manor Nursing Home | Oakland, IA
Parkview Manor Nursing and Rehabilitation | Weimar, TX
Pinewood Hills | Flower Mound, TX
Pleasant View Center | Concord, NH
Precious Moments | Honolulu, HI
Providence Care Center | Beaver Falls, PA
Pueblo Manor | Apache Junction, AZ
The Retreat at Westlock | Tomball, TX
Seven Oaks at Notre Dame Housing | Omaha, NE
Shadescrest Health Care Center | Jasper, AL
Shipley Manor | Wilmington, DE
Signature Healthcare of Georgetown | Georgetown, KY

Sojourn Suites – Excelsior House | Excelsior, MN
Solterra Senior Living White Mountains | Lakeside, AZ
St. Joseph's Senior Home | Woodbridge, NJ
St. Francis Pavilion | Daly City, CA
St. Patrick's Residence Nursing and Rehabilitation | Naperville, IL
Sunridge Assisted Living and Memory Care | West Jordan, UT
Sunshine Manor | Paragould, AR
The Heights at the Evansville Manor - Assisted Living | Evansville, WI
The Lighthouse | Marysville, KS
The Meadows of Kalida | Kalida, OH
The Neighborhood Rio Rancho | Rio Rancho, NM
The Suites at Heritage Point | Morgantown, WV
The Village at Mariners Point | East Haven, CT
UHS Senior Living at Ideal | Endicott, NY
Valhaven Care & Rehabilitation Center | Valley, NE
Valley View Village | Des Moines, IA
Veterans' Victory House | Walterboro, SC
Westgate Assisted Living | Omaha, NE
Westgate Center for Rehabilitation & Alzheimer's Care | Bangor, ME

