



Saint Therese

IHM SENIOR LIVING

## ***News Release***

### **SAINT THERESE - IHM SENIOR LIVING INTRODUCES NEW BRAND LOGO**

*Name better reflects its connection to owner Saint Therese*

**Monroe, Mich. (November 1, 2024)** – To better represent the connection between IHM Senior Living and its parent company, Saint Therese, the nonprofit organization will now be rebranded as Saint Therese IHM Senior Living, and, effective today, will begin using the new logo.

Saint Therese acquired IHM Senior Living in 2023 and has taken time to determine how best it should be represented going forward in the marketplace.

“Both organizations have impressive and long histories, and we wanted to methodically research a way to preserve their legacies by melding the two brand identities,” said Cindy Olson, chief sales and marketing officer, for Saint Therese. “We believe the new logo beautifully honors IHM Senior Living while clearly showing it is now a part of the Saint Therese family.”

The new brand will be reflected in all print and digital materials moving forward. The website will be rebranded and employees will receive new name badges and business cards. The large monument sign at the campus’ entrance will also change but continue to be shared with the IHM Sisters. The IHM Sisters’ offices are unchanged, and their logo remains the same.

The branding is in keeping with other Saint Therese communities and will become the standard for other acquisitions it makes.

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**About Saint Therese:** Twin Cities-based Saint Therese was founded in 1964 and prides itself on its rich tradition of providing exceptional care for seniors. It has locations and services in Brooklyn Park, Woodbury, Corcoran, Shoreview, Monroe, Mich., Ascend Rehabilitation (rehabilitation therapy, health and wellness division) and St. Mary of the Woods in Avon, Ohio (effective Dec. 2025). Most communities provide the full continuum of care from independent living, assisted living, memory care, skilled nursing and transitional care. Saint Therese at St. Odilia in Shoreview specializes in hospice and palliative care. Saint Therese is a nonprofit, 501(c)(3) senior care organization.

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