

YES, I WOULD LIKE  
MORE INFORMATION  
ON FREY VILLAGE!

Please cut along the dotted line and return to Frey Village,  
Attn: Marketing, 1020 North Union Street, Middletown,  
PA 17057.

I am interested in:

- Scheduling a visit
- Receiving an informational packet in the mail
- Receiving a phone call to answer some of my questions
- Receiving an e-mail with more information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

The village marketing department works in close association with future residents, their adult children, real estate agents, movers, auctioneers, decorators, and bankers as requested and appropriate to make residents' move as stress-free as possible.

- Senior Living
- Personal Care
- Nursing & Rehabilitative Care
- Memory-Enhancement Care
- VA Benefits Assistance Service

**D** **FREY VILLAGE**  
A DIAKON LUTHERAN  
SENIOR LIVING COMMUNITY  
  
www.diakon.org/frey  
1020 North Union Street  
Middletown, PA 17057

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Permit #121

**Apartment amenities attract charter member**

Bill Lux just happened to be driving by Frey Village when he saw signs announcing the Diakon Senior Living Community's expansion.

"I pulled in to find out what was going on," says Lux, who lives just two-and-a-half miles away. "I was amazed at what they were doing. The apartments are beautiful."

Lux met with Michael Nagy of the marketing and sales staff, who told him about Frey Village's plan to increase the number of senior living apartments and took him on a tour of the model apartment. Although construction won't begin until the summer of 2012, Frey Village is looking for residents willing to make a commitment now.

"When we begin construction, we will build based on the needs of our customers—everything from the color of fixtures down to the countertops, cabinets, tile and flooring," Nagy says. "The importance of making a decision now is so that we can customize apartments. Once construction starts, some of the upgrades offered as part of the initial package will go away."

Having recently lost his wife of 56 years, Lux appreciated the fact that he could make a fully refundable deposit on one of the new apartments, but still have time on his own before moving to Frey Village.



Bill Lux

"This gives me the time I need to settle myself. It takes a while when you lose your wife," he says. "This is what I'm planning, but the good Lord has a way of doing things."

Lux couldn't be happier with his planned apartment's amenities, including the accessibility of the bathroom and the size of the bedroom, living room, and balcony.

"The living room is the size of my living room [at home], which makes it perfect. Most of the things I'll take will fit," he says, but it was the balcony that sealed the deal. "Really, I fell in love with it."

**DIAKON**  
*Many Hands. One Heart.™*

**FREY VILLAGE**  
*Lifestyles*

FALL  
2011

**Reserve now  
Union Square set to open in 2013**

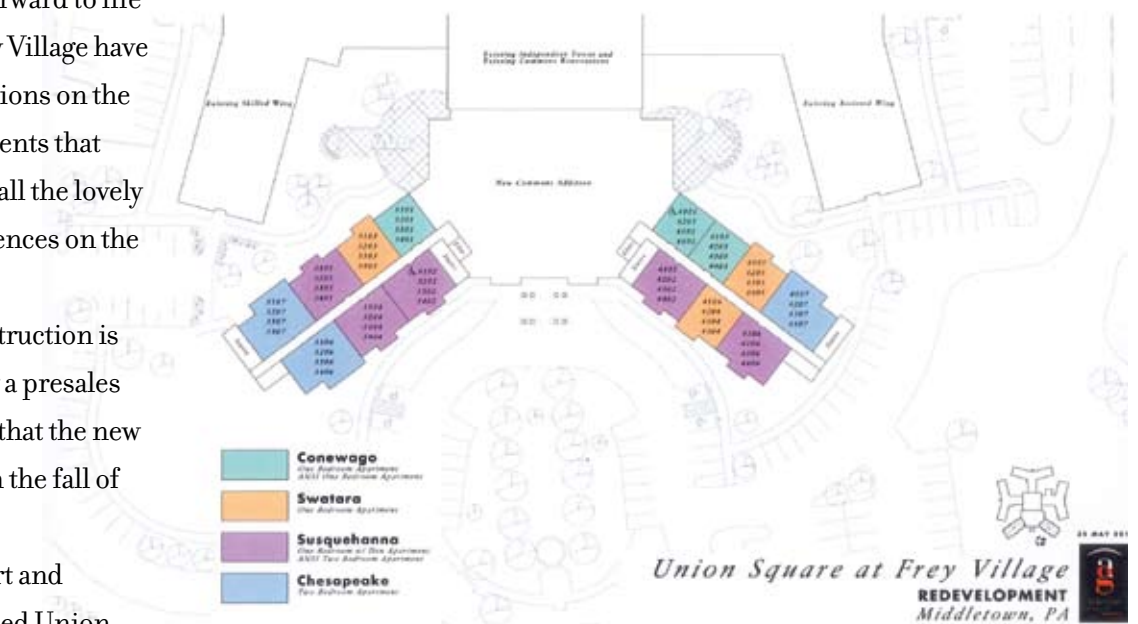
Active adults looking forward to life in Union Square at Frey Village have started placing reservations on the 56 senior living apartments that will connect them with all the lovely amenities and conveniences on the Frey Village campus.

While eventual construction is contingent on reaching a presales goal, the expectation is that the new apartments will open in the fall of 2013.

Designed for comfort and convenience, the planned Union Square apartments are available in four models, including one- and two-bedroom units that range in size from 753 to 1,200 square feet. All apartment styles will be outfitted with the latest

- amenities, including a 24-hour call system, washer/dryer, and spacious patio or balcony.

In addition to the apartments, the expansion



includes a new wellness center, library, technology center, parlor, WiFi access throughout the building, and private dining accommodations, as well as new dining venues that feature patio seating and a courtyard.

To ease the decision to choose the Frey lifestyle, residents can select from a variety of entrance-fee plans based on individual needs. Additionally, the application fee and 10 percent deposit needed to reserve your apartment now is fully refundable up until move-in.

Please turn to Page 2

- 2 Reserve now and receive rewards**  
Charter members receive host of special benefits
- 3 Michael Nagy on board**  
New marketing staff embraces Union Square project

**To learn more ...  
Call (717) 930-1302  
or (717) 930-1303**

**D** **FREY VILLAGE**  
A DIAKON LUTHERAN  
SENIOR LIVING COMMUNITY

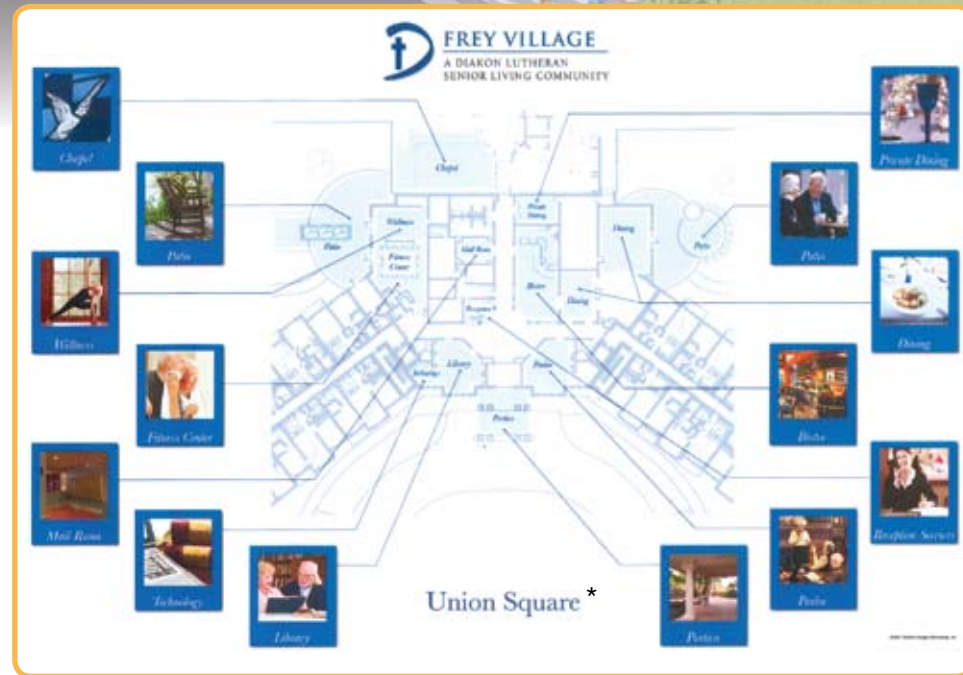
## Charter resident membership has privileges

Make a 10 percent deposit on a Union Square apartment before construction begins, and you can enjoy the rewards of charter resident membership, including apartment upgrades and moving assistance.

Member benefits include:

- Up to \$1,500 in moving assistance
- \$2,500 credit toward apartment upgrades
- First 10 depositors will receive a complimentary flat-screen television
- Opportunity to personalize residence and color selections
- Complimentary private dinner party for up to six guests (after move in)
- Invitation to Charter Resident events

Call Frey Village today at (717) 930-1303 or, toll-free, at 1-855-930-1303 to learn more.

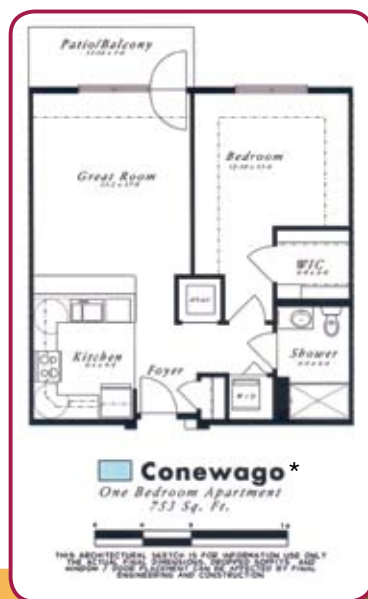


\*All plans are subject to change as the project continues development.

## Reserve now

Continued from Page 1

If you are interested in exploring the possibility of retirement at Union Square at Frey Village, contact our Marketing and Sales office at (717) 930-1303.



## Learn more about Frey Village

Several times a month, Frey Village presents an informational seminar for those interested in learning more about the amenities offered in Union Square at Frey Village.

In addition to enjoying lunch, participants learn about the expansion, their financial options, participate in a question-and-answer period, and receive a tour of the model apartment.

Plan now to attend one of these upcoming seminars, held from 11:30 a.m. to 1 p.m.:

Sept. 27	Oct. 20	Nov. 15
Sept. 29	Oct. 27	Nov. 29
Oct. 12	Nov. 3	Dec. 6
Oct. 18	Nov. 10	Dec. 15

Reservations are required, so please call the Frey Village Marketing and Sales office at (717) 930-1303 to reserve your place or to arrange a private tour.



## Message from the Executive Director

These are exciting times at Frey Village—and perhaps the best time to learn how you can live life to the fullest with us.

Because plans for our expansion are now under way, you have the opportunity to get in on the ground floor and choose from four styles of apartments and to be part of the decision-making process when it comes to options for your accommodations.

I invite you to visit us to learn more about these plans and how Frey Village is positioning itself for the future. I think you will be impressed by our energy and enthusiasm to deliver what you want and enjoy.

I look forward to meeting you.

Amy Young  
Executive Director

## Michael Nagy joins marketing staff

Having grown up in Middletown, Michael Nagy was no stranger to Frey Village. When the opportunity arose to join Marketing & Sales Manager Julie Craft in helping to make the Union Square expansion possible, he jumped at the chance.

He and Craft “have the honor and privilege to be responsible for the success of a project that is huge for the community and the organization,” Nagy says. “It is not just the building of new apartments for seniors that excites me, but also knowing how many people and families will be helped in the process and be able to call Frey Village home.”

Nagy, who has a degree in counseling psychology, had a varied career before joining Frey Village, but his focus was always in service to others. From family counseling and event-planning to consulting and senior living marketer, Nagy has found himself drawn to faith-based organizations.

“When you come to work every day, it is not just about doing the job. It is about the people you work with and for,” he says. “It makes the job so much easier when you are around good people who care about your welfare.”



Michael Nagy

