



NEWS RELEASE

# Sonida Senior Living Celebrates Grand Opening and a New Era of Trusted Memory Care at Magnolia Trails at East Lake

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TARPON SPRINGS, Fla.--(BUSINESS WIRE)-- Magnolia Trails at East Lake celebrated its grand opening on November 13, marking an exciting new chapter for families seeking trustworthy and high-quality memory care in Tarpon Springs, FL. More than 120 guests attended, including the Tarpon Springs Chamber of Commerce and over 65 healthcare partners from across the Tampa Bay region. The event showcased the community's beautiful spaces and amenities as well as its renewed direction under Sonida Senior Living ("Sonida"), which acquired the community in May 2025.

Since taking ownership, Sonida has focused on establishing stability and building trust with residents and their families in addition to continued investment upgrades into the building itself. Leadership presence has increased, staffing has strengthened, and team members are highly engaged with both residents and their families.

Sonida's signature memory care program, Magnolia Trails™, now guides care practices and day-to-day resident engagement. Magnolia Trails™ is a person-centered approach that emphasizes familiarity, hands-on engagement, comforting sensory elements, and meaningful daily routines. The program creates opportunities for connection that honor each resident's life story. Thoughtful design, activity stations, and structured engagement support an environment where residents feel understood, supported, and empowered to experience purpose and joy.

At the grand opening event, which featured live music, tours, and curated hospitality, guests experienced the

community's refreshed energy firsthand. Magnolia Trails at East Lake's Italian chef was on hand to greet families and share the culinary approach he uses to create comfort and connection with the residents. Guests explored the community's bakery with its inviting café bistro feel, where the warm aroma of fresh cookies added to the welcoming atmosphere. Families also toured the memory care neighborhood, including the large indoor courtyard with a full-sized tree and a blue-sky lighting effect that creates a calming, outdoor-inspired atmosphere.

In addition to the programming and hospitality overhauls, Sonida has also implemented new assistive safety technology into the community. The system immediately and automatically alerts staff when a resident may need assistance after a fall, helping the team respond quickly while supporting dignity and privacy.

"The last few months have been a full reset, and our team has worked hard to establish comfort for residents and trust with families," said **Teresa Covelli**, Executive Director. "You can feel the difference in the atmosphere. There is stability, clarity, and a shared commitment to doing what is right for our residents."

Resident feedback reflects the progress already taking shape. Guests described Magnolia Trails at East Lake as bright, high tech, and supported by passionate caregivers and positive, inspiring residents, creating a warm and uplifting culture.

"When Sonida Senior Living first stepped into this community, we knew families needed reassurance and a strong foundation of trust," said **Donna Brown**, Division President. "We invested in leadership, staffing, communication, and care practices so that residents receive consistent support every day. Magnolia Trails at East Lake is on an exciting path, and we are committed to best-in-class service."

## About Magnolia Trails at East Lake

Magnolia Trails at East Lake, located in the heart of the East Lake and Palm Harbor area, provides specialized Memory Care in a warm, engaging, and purposefully designed setting. Formerly Market Street East Lake, the community now offers the Magnolia Trails approach to person-centered care with dedicated engagement stations, sensory-friendly spaces, and attentive 24/7 support. New assistive safety technology enhances staff response while protecting resident dignity. To schedule a tour or learn more, visit **MagnoliaTrailsAtEastLake.com** or call (727) 425-4100.

## About Sonida Senior Living

Dallas-based Sonida Senior Living, Inc. is a leading owner, operator and investor in independent living, assisted living and memory care communities and services for senior adults. The Company provides compassionate, resident-centric services and care as well as engaging programming at our senior housing communities. As of

September 30, 2025, the Company owned, managed or invested in 97 senior housing communities in 20 states with an aggregate capacity of approximately 10,250 residents, including 84 owned senior housing communities (including four owned through joint venture investments in consolidated entities and four owned through a joint venture investment in an unconsolidated entity) and 13 communities that the Company managed on behalf of a third-party. For more information, visit [www.sonidaseniorliving.com](http://www.sonidaseniorliving.com).

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