



11900 Taylor Drive
Palm Beach Gardens, FL 33410
(561) 232-6700
<http://www.kiscoseniorliving.com>

PRESS RELEASE

Contact: Lauren Witt/Amy Jones, Forté Group, Inc.
Phone: 214-378-7970 ext. 306/302
Mobile: 817-721-5576 / 469-261-7544
lwitt@thepointgroup.com / ajones@thepointgroup.com

FOR IMMEDIATE RELEASE
April 7, 2017

LA POSADA HOSTS WORLD RENOWNED TRAVEL GURU RICK STEVES

PALM BEACH GARDENS, Fla., April 7, 2017 – In keeping with the La Posada tradition of enhancing lives through exceptional cultural experiences, the resort-style life care community recently welcomed travel expert Rick Steves to give residents and guests the unique opportunity to enjoy his presentation “Europe Through the Back Door: Travel as a Political Act.” Guidebook author and host of the PBS show “Rick Steves’ Europe,” Rick Steves is America’s most respected authority on European travel. Having previously welcomed Carl Bernstein and Henry Winkler, this was the third event in The Art of Living Well Speaker Series at La Posada.

“We were delighted to offer residents and guests this once-in-a-lifetime opportunity to hear Steves share his travel stories, advice on how to plan budget-friendly vacations, as well as tips on how you can prepare for vacation in advance,” said Brad Cadriere, executive director of La Posada. “He had an enlightening perspective to share on the cultures of other countries, as well as how those other countries view our culture. He believes it is important to broaden one’s perspective through travel, as it presents unique and fulfilling opportunities to discover the world. It was inspiring to hear how his passion turned into a full-time career for him. After listening to stories about his personal adventures, I think we are all ready to travel someplace new.”

During The Art of Living Well speaking event, Steves visited with guests during a special meet and greet and signed copies of his books. Rick took his first trip to Europe in 1969 visiting piano factories with his father, a piano importer. At age 18 Steves began traveling on his own, and in 1976 he started his business, Rick Steves’ Europe, which has grown from a one-man operation to a company with a staff of 100 full-time employees. He produces more than 50 guidebooks on European travel, hosts America’s most popular travel series on public television, hosts a weekly national public radio show, writes a syndicated weekly column and makes free travel information available through his travel center and ricksteves.com. Rick Steves’ Europe also runs a successful European tour program.

“As a Kisco Senior Living community, The Art of Living Well philosophy is seen in every aspect of community life. We value providing these unique social and wellness opportunities to strengthen



11900 Taylor Drive
Palm Beach Gardens, FL 33410
(561) 232-6700
<http://www.kiscoseniorliving.com>

the mind, body and spirit,” said Cadiere. “La Posada values presenting its residents and special guests with remarkable opportunities to learn, share experiences and enjoy incredible events. Through The Art of Living Well Speaker Series, La Posada brings in captivating personalities and distinguished individuals known both locally and nationally.”

If you are interested in covering this story or setting up an interview with a resident or team member, please contact Lauren Witt via phone at 214-378-7970 ext. 306 or email at lwitt@thepointgroup.com or Amy Jones via phone at 214-378-7970 ext. 302 or email at ajones@thepointgroup.com.

ABOUT LA POSADA

La Posada is a resort-style life care community located in the heart of Palm Beach Gardens, Florida. The continuing care retirement community features 193 luxurious independent living apartments, 11 independent living cottages, as well as assisted living apartments, memory care suites, private rooms for short-term rehabilitation and skilled nursing, all nestled within 22 prime acres of sparkling lakes and lavish courtyards. Providing a variety of amenities, residents enjoy chef-prepared meals, concierge services, state-of-the-art wellness programs, transportation services, and intellectually stimulating events and activities.

As a Kisco Senior Living community, The Art of Living Well philosophy is in every aspect of community life. Unique social and wellness opportunities strengthen the mind, body and spirit.

For more information, call 561-232-6700 or go to <http://www.kiscoseniorliving.com/senior-living/fl/palm-beach-gardens/la-posada/>

-End-

Photos by Ian Jacob

Photo 1: Brad Cadiere, executive director of La Posada, and Rick Steves

Photo 2: Rick Steves presents “Europe Through the Back Door: Travel as a Political Act.” at La Posada.

Photo 3: Rick Steves discusses travel at La Posada.

Photo 4: Rick Steves and Danielle Depasqualle, assistant wellness director of La Posada

Photo 5: Rick Steves and Heidi Brzyski, sales director of La Posada