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Appalachian Christian Village Announces Name Change to Cornerstone Village

Senior living community's mission and services remain unchanged

JOHNSON CITY, Tenn., Oct. 20, 2015 — For nearly 50 years, Appalachian Christian Village has been considered a “rock” in the Tri-Cities area, a solid foundation for the region that residents trusted when it came time for seniors to enjoy a worry-free retirement in a full-service continuing care retirement community. Today, the senior living community will introduce a new name to better reflect the active, vibrant community that welcomes people of all faiths.

Effective, Oct. 20, the community will be known as Cornerstone Village, a name that resonated with the Board of Trustees, according to Tom Sexton, Chief Executive Officer of Cornerstone Village.

The needs of the community have always been a high priority for the senior living community, and recent consumer research indicated that many regional residents weren't aware of the multitude of enriching life experience opportunities available to community residents.

“We wanted a name that would better reflect the active and vibrant community we are,” says Sexton. “We chose the name Cornerstone Village because a ‘cornerstone’ is a rock that forms the foundation of a building, much like how our community has been a solid presence here in East Tennessee. We also enjoy being ‘the Village,’ a community where people come together, share and support one another. We felt Cornerstone Village was a wonderful combination of words for our new name.”

The organization's campuses will also be renamed to reflect the name change. The campuses known as Sherwood, Magnolia Crossing and Woodlands will now be known as Cornerstone Village North.

The campuses previously known as Maple Crest and Pine Oaks, will now be called Cornerstone Village South.

The rebranding efforts will include a name change, new logo and website redesign, but also many exciting changes stemming from insights gleaned from the consumer research. Cornerstone Village's newly renamed main dining room, The Granite Dining Room, will house updated dining menus that will reflect tasty new menu options including chicken tortilla soup, trout almondine, and white chocolate pumpkin muffins, among many other new flavors.

Additionally, renovation upgrades to the apartment units include granite and quartz countertops in the kitchen and bathrooms, motion sensor bath lights, stackable washer/dryer, and newly installed tile and carpet, among other upgrades.

New contract options, including lower monthly rental agreements and programs that offer discounts on health care services, are also part of the new Cornerstone Village.

"For the past 49 years, we have been providing high quality continuum of care to the residents of East Tennessee," Sexton says. "Under the new Cornerstone Village name, we will continue our commitment of excellent care to our residents and their families, and encourage the community to learn about all the exciting changes with our new beginning."

Cornerstone Village is located at 309 Princeton Road, Johnson City, TN. For more information, please visit www.MyCornerstoneVillage.org.

About Cornerstone Village

Established in 1966, Cornerstone Village, formerly Appalachian Christian Village, is one of the first established Continuing Care Retirement Communities in East Tennessee, and a not-for-profit organization that is governed by a local Board of Trustees. The community offers a continuum of care with Independent Living, Assisted Living, Long-term Care, Memory Care, Adult Day Services and Respite Care services. Cornerstone Village is a member of LeadingAge, LeadingAge Tennessee, American Health Care Association (AHCA), and Tennessee Health Care Association (TNHCA). For more information, please visit www.MyCornerstoneVillage.org or call 877-302-8720.

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