



PRESS RELEASE
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Rosarito, Baja California, Mexico.- Serena Senior Care announced the opening of their new Customer Service Center located in downtown Rosarito Beach and the hiring of key executives. The new center is conveniently located next to the Rosarito-Ensenada toll road in the newly developed Arco Plaza, just two blocks away from the legendary Rosarito Beach Hotel. Fashioned as a traditional Mexican Hacienda, the center offers a warm and friendly environment.

Serena Senior Care was established in 2007 by a regional consortium of enterprises and professionals to help retirees living in the Baja Coastal region maintain their quality of life and independence as they grow older and require assistance. To achieve this goal the company has recently hired key executives and assembled an outstanding advisory board. Patricia Contreras, the company's leading Care Manager has over 30 years of nursing experience; she was head nurse of urgent and intensive care at one of the region's busiest hospitals. Dr. Clemente Zuñiga, lead medical advisor of Serena Senior Care is one of Mexico's top geriatricians, and a renowned speaker world wide on Alzheimer's and aging.

Arturo Reynoso, Serena's Operations Manager commented on the new center and upcoming projects such as the Serena Senior Care Membership Card and Harmony Liv-in Care residential assisted living. "Our membership card will provide our customers access to some of the region's top medical service providers, such as Bonanova Hospital and emergency services" said Reynoso. The company's new integrated offering of services in Living Care, Health Management and Property are a comprehensive solution for those enjoying their retirement years in North Baja's coastline, giving them peace of mind and support.

For more information on Serena Senior Care visit their website

www.serenaseniorcare.com

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