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FOR IMMEDIATE RELEASE

### **Three Pillars Senior Living Communities' 24<sup>th</sup> Annual Halloween Haunted Woods a Success**

*More than 1,700 attend annual free community trick-or-treat event*

**Dousman, WI October 24, 2016** – Three Pillars Senior Living Communities celebrated its 24<sup>th</sup> year of Halloween Haunted Woods, a free community trick-or-treat event on Friday, Oct. 21. The unforgettable evening, coordinated by Three Pillars staff, residents, and volunteers, drew one of its largest crowds ever with 1,744 attendees trick-or-treating through the wondrously decorated buildings and woods. Attendees enjoyed different themes in each area of the campus as they collected sweet treats from residents.

In lieu of an event admission fee, Three Pillars continued the tradition of collecting food for the Kettle Moraine Food Pantry. This year, 10 barrels of non-perishable food items were collected along with nearly \$400 in cash donations — enough to feed more than 100 area families in need.

The beloved family event is made possible through the support of area businesses and individuals, with donations through sponsorships helping to underwrite the overall costs. This year, 114 volunteers and staff worked the event and more than \$7,000 was received from sponsorships. Major sponsors included VJS Construction Services, Lyons Electric, Feldco, Pat's Heating & Air Conditioning, JB Investment Management, LLC, and Reinhart Boerner Van Deuren, s.c. Three Pillars wishes to thank our volunteers and sponsors for their generosity.

“Halloween Haunted Woods is so special to the staff, residents, and volunteers at Three Pillars. It’s a huge team effort that takes months of planning, and it’s something we look forward to all year,” says Micaela Ellevold, Three Pillars Marketing and Events Specialist. “It’s particularly meaningful to our residents who are so proud to be involved in the event. The joy they give and receive as they see all the happy faces walking through the campus is incomparable.”

In its infancy, Three Pillars’ Halloween Haunted Woods event was initiated to accomplish three simple goals: create a safe environment for families to bring their children, invite more of the community onto the beautiful 60 acre campus, and allow for memorable interactions between seniors and children. Now, over two decades later, it still does just that and continues to grow in popularity.

Three Pillars Senior Living Communities is a not-for-profit organization located in Dousman, WI and is sponsored by the Masonic Fraternity. Three Pillars Senior Living Communities takes pride in meeting the social, physical, and spiritual needs of all seniors by providing high-quality senior housing and services. For more information, visit [www.threepillars.org](http://www.threepillars.org).

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*Three Pillars Dining Services team member Ashley Jondle smiles in the shark photo prop with Lauren, Colin, and Abby Rose.*



*Fancy mermaids Lois Wolff, Betty Urban, Peggy Thibault, and Trudy Nold welcomed the crowds to the magical Under the Sea theme.*



*Three Pillars residents John and Donna Gardner get wild at the zoo-themed area of Halloween Haunted Woods.*



*Three Pillars residents Pat and Nancy Buckley deliver a treat to a little witch.*



*Sisters Jenna and Kendall Gibbs say cheese in the "Finding Dory" themed photo op.*



*Gramma Nut (Three Pillars' Human Resources team member Tracy Lechman) greets a little one along the path.*



*Three Pillars resident Ralph Hauser delivers a smile and a treat to a little trick-or-treater.*

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For more information about this story or Three Pillars Senior Living Communities, please contact Kelsey Pangborn, Communication Strategist at 262.965.7333 or [kpangborn@threepillars.org](mailto:kpangborn@threepillars.org). [www.threepillars.org](http://www.threepillars.org)

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