



## FOR IMMEDIATE RELEASE

Contact: Jade Trombetta  
SCA Personal Care North America  
610-546-4916  
Jade.Trombetta@sca.com

### **SCA Helps Brookdale Senior Living Resident Donna Smith Fulfill ‘Her Wish of a Lifetime’ To Soar over Cowboys Stadium in a Blimp**

#### ***SCA’s TENA Brand Supports National Wish-Granting Program to Help Seniors Achieve Their Dreams***

**Philadelphia, PA and Arlington, TX (May 23, 2011)** – Helping make dreams come true for Brookdale Senior Living residents, SCA the makers of [TENA®](#), the worldwide leader in the management of bladder weakness, today granted its first “Wish of a Lifetime” by helping Brookdale resident Donna Smith take flight in a blimp. Donna’s “Wish of a Lifetime” was made possible through the company’s support of a partnership between [Jeremy Bloom’s Wish of a Lifetime Foundation](#) (JBWOL) and [Brookdale Senior Living’s Wishes program](#), created to assist seniors in living happy, healthy lifestyles and encouraging them to keep dreaming, daring and discovering.

Donna Smith is 80 years old and she is a resident of Brookdale’s Sterling House Watauga community near Arlington, TX. Through SCA and TENA’s support of JBWOL, she had her wish fulfilled today when she soared high above Cowboys Stadium, the home of the NFL’s Dallas Cowboys, in Metlife’s airship Snoopy Two blimp. Donna is a retired teacher and her interest in blimps was sparked after reading a book about Eddie Rickenbacker, American fighter ace in World War I.

Donna Smith, said, “I would like to thank TENA for helping support this terrific program and for allowing seniors, like me, to take part in these once-in-a-lifetime experiences.”

“At TENA, we believe nothing should get in the way of people living the life they desire and accomplishing their goals, which is why we are excited to support Brookdale Senior Living and the Jeremy Bloom Foundation on this inspiring program,” said Robert Wilson, Vice President Consumer Marketing North America for SCA. “The ‘Wish of a Lifetime’ program celebrates courageous seniors who are driven to achieve their dreams. We commend their determination and look forward to sharing this joyous event with Donna and seeing more wishes fulfilled in the future.”

Details and stories about each wish will be captured and shared at [www.brookdalewishes.com](http://www.brookdalewishes.com).

For more information about TENA® please visit [www.tena.us](http://www.tena.us).

**About Brookdale Senior Living Inc.**

Brookdale Senior Living Inc. is a leading owner and operator of senior living communities throughout the United States. The company owns and operates independent living, assisted living and dementia care communities and continuing care retirement centers with 559 communities in 34 states and the ability to serve approximately 51,000 residents. Brookdale is committed to providing exceptional living experiences within properties that are purpose-built, designed and operated to help residents live well while achieving an Optimum Life®. Brookdale Senior Living communities provide a daily experience of programs, services and care that are unique as a result of the collective talents and inspiration of the residents, their families, and its associates – demonstrating Brookdale’s promise of “Our People Make the Difference.” Brookdale is a publicly-traded company (NYSE: BKD). For more information, visit <http://www.brookdaleliving.com>.

**About Jeremy Bloom's Wish of a Lifetime**

Jeremy Bloom's Wish of a Lifetime (JBWOL) was established in 2008 by two-time Olympic Skier, former NFL football player and Colorado native Jeremy Bloom in living honor of his grandmother Donna Wheeler. Bloom left competitive sports to launch the foundation in order to initiate a cultural change by enriching the lives of seniors. For more information, please visit [www.seniorwish.org](http://www.seniorwish.org).

**About TENA®**

With more than 50 years of experience, TENA® is the worldwide leader in the management of incontinence, providing products and services for individuals and healthcare services throughout 105 countries. TENA® provides a full range of absorbent products tailored to the distinct needs of men and women, including pantliners, daytime and overnight pads, male guards, protective underwear, briefs, skin care products, and underpads. With the TENA® brand, SCA is at the forefront of developing products that minimize the impact of incontinence and improve the everyday lives of people living or working with bladder weakness or incontinence. TENA® products feature innovative technologies, such as comfortable QuickDry™ topsheets, super-absorbent Lock Away Core™, and Advanced Odor Protection, to ensure protection, comfort and discretion for wearers. For more information, please visit: [www.tena.us](http://www.tena.us).

**About SCA:**

SCA is a global hygiene and paper company that develops and produces personal-care products, tissue, packaging solutions, publication papers and solid-wood products. Sales are conducted in 100 countries. In the United States, SCA manufactures and sells the Tork® line of towel, tissue and wipers used in businesses, and the TENA® line of incontinence care products. SCA has eight manufacturing facilities in the U.S. Global sales for SCA in 2010 were \$15 billion. SCA has approximately 45,000 employees worldwide. For more information, please visit <http://sca.com/us>.

*TENA® and Tork® are registered trademarks of SCA Hygiene Products.*

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