



FOR IMMEDIATE RELEASE  
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## **Rowntree Gardens Welcomes Christina Cerrato as New Chief Executive Officer**

[Stanton, CA] – Rowntree Gardens, a leading senior living community, is thrilled to announce the appointment of Christina Cerrato as its new Chief Executive Officer (CEO), effective March 18, 2024.

Cerrato, an accomplished and visionary leader, brings a wealth of experience to Rowntree Gardens. With a proven track record of driving growth and innovation in senior care, Cerrato is poised to lead Rowntree Gardens into a new era of success.

In Cerrato's previous role as the Director of Operations for Episcopal Communities and Services' affordable housing portfolio and Resident Services, she spearheaded initiatives to enhance the quality of life for older adults through equitable, diverse, inclusive, and person-centered care environments. One notable achievement during her tenure was raising \$322,076 in grants for the affordable housing communities during the pandemic while expanding integrated wellness services and personalized programming for vulnerable residents.

Cerrato's experience as Director of Operations equipped her with invaluable skills in strategic planning, financial management, talent development, and community building—essential qualities for a CEO role. Leading initiatives to secure funding, enhance services, and foster partnerships provided her with a deep understanding of the operational intricacies and strategic priorities crucial for leading an organization like Rowntree Gardens.

Cerrato's personal mission to create equitable, diverse, inclusive, and person-centered care environments closely aligns with Rowntree Gardens' commitment to providing compassionate and holistic care for older adults. She believes in fostering a sense of community and belonging while prioritizing the well-being of residents and staff, which mirrors Rowntree Gardens' values.

Cerrato's key strategic priorities include:

1. Enhancing resident satisfaction and quality of life through expanded wellness programming and personalized services.
2. Strengthening financial stability and diversifying revenue streams to ensure long-term sustainability.
3. Building strong partnerships within the community and securing funding to support innovative initiatives.

4. Investing in talent development and fostering a culture of empowerment, collaboration, and employee engagement.
5. Elevating Rowntree Gardens' visibility and impact in the community through strategic branding, storytelling and outreach efforts.

With this clear direction, Rowntree Gardens is poised to tackle the challenges of the ever-evolving senior care landscape and capitalize on emerging opportunities.

**About Rowntree Gardens:**

Rowntree Gardens is a senior living community by Quaker Gardens, ideally located in the heart of Orange County. Featuring all the comforts of home, Rowntree Gardens offers a close-knit community where friendships are formed, people treat each other with compassion and devotion, and every life is cherished. One of the area's few faith-based continuing care senior communities, we extend a full array of integrated onsite services, amenities and expertise that meet the needs of people as they age.

**About Christina Cerrato:**

Christina Cerrato is the CEO of Rowntree Gardens, where she leads a team of seven senior managers and over 300 employees. With over ten years of experience in operational executive leadership within the senior housing sector, Christina is committed to enriching the lives of those they serve and fostering a culture where older adults and staff can thrive. Christina embraces innovation in senior care and strives for excellence in all endeavors. She has held executive board positions for LeadingAge California, served as a coach and facilitator for the Emerge leadership development program, and is a founding board member of the Women in Senior Living networking group in California. She earned a Bachelor of Arts degree in History and Political Science from the University of California, Los Angeles, and a Master of Arts degree in Politics, Economics, and Business from Claremont Graduate University.

Please join us in extending a warm welcome to Christina Cerrato as she embarks on this exciting journey as our CEO. We look forward to an era of continued growth, innovation, and success under her leadership.

**For media inquiries or more information, please contact:**

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