

Senior living provider puts sanitation first to prevent Coronavirus

Hearth Management, LLC enters into an agreement with Viking Pure Solutions

SYRACUSE, N.Y. (April 8, 2020) – With widespread reports of the Coronavirus sweeping the nation, one senior living provider is shifting its sites to heightened sanitation to protect some of society’s most vulnerable. The Hearth, a senior living management company with 15 communities across New York, Connecticut, Indiana, and Tennessee, has entered into a portfolio-wide agreement with Viking Pure Solutions, a company specializing in electrochemically-activated cleaning and disinfecting.

“When we started hearing more and more reports about the effects of COVID – 19 and how it’s particularly contagious for those who are immunocompromised, including seniors, we knew we had to do something,” said Kevin Hunter, Hearth Management’s C.O.O. “The safety of our residents is beyond crucial for us, and I couldn’t be more pleased with this partnership.”

Viking Pure Solutions’ sanitation technology uses electrolyzed water to kill bacteria, fungus, and viruses. It also prevents micro-organisms from creating a resistance to any of its disinfectants. Unlike many popular cleaning products, Viking Pure’s system is completely non-toxic, is registered by the EPA as a hospital-grade disinfectant, and has demonstrated effectiveness on viruses similar to COVID – 19.

“I’m confident that electrolyzed water is an efficient way to sanitize our communities to the best of our ability,” added Hunter. “Frequent hand washing, thorough staff training, and compliance with CDC guidelines are still top priority to prevent the spread of the Coronavirus, but our residents deserve more, and it’s our responsibility to give it to them.”

For more information on Hearth Management and its dedication to resident safety, visit www.thehearth.net.

About The Hearth

Hearth Management is a privately owned and operated management and development company based in Syracuse, NY. Founded in 1988, Hearth Management specializes in Independent Living, Assisted/Enriched Living, and Memory Care. Currently, Hearth Management's operates 15 communities throughout New York, Connecticut, Indiana, and Tennessee.

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