



Kisco Senior Living | Making Headlines: How PR Amplified Kisco Senior Living's Voice

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CHALLENGE

Amid intensifying competition and lingering misconceptions about senior living, [Kisco Senior Living](#) – a premier community provider known for its holistic wellness philosophy and life enrichment programs, recognized the need to redefine the narrative surrounding the industry. In addition to these market pressures, Kisco had just completed a transaction with Balfour Senior Living, in which Balfour had become an affiliate of Kisco, a move that significantly expanded its national footprint and elevated its profile within the sector.

Kisco also had recently launched its Signature Communities brand portfolio, a bold initiative designed to redefine excellence in senior living through elevated hospitality and five-star personalized service, positioning Kisco as a forward-thinking industry leader. The portfolio included two existing communities in North Carolina and California and three new East Coast communities—all opening within a year of each other.

OBJECTIVE

Kisco partnered with Pierpont to implement strategic PR initiatives tailored for each of its 32 communities within its three innovative portfolio brands—Lifestyle, Signature and Balfour—and to support corporate milestones and announcements. Goals included:

- Driving media visibility through localized and national coverage
- Establishing thought leadership within the senior living and wellness sectors
- Enhancing brand awareness and community engagement
- Supporting resident acquisition and retention through compelling storytelling and event support.

APPROACH

Pierpont developed and executed a comprehensive communications strategy that aligned with Kisco's brand values and market positioning. Depending on the community, efforts ranged from monthly to quarterly initiatives to biannual strategic activity, ensuring consistent momentum and alignment with Kisco's evolving goals. Designed to reach a diverse audience, the strategy also emphasized:

- Targeted media outreach to local and industry-specific outlets
- Compelling storytelling through press releases, bylined articles, media advisories and pitches
- Strategic content development, including advertorials, to highlight resident experiences and community events
- Proactive media engagement to secure interviews and thought leadership opportunities.

This multi-channel approach ensured Kisco's message resonated with diverse audiences, from prospective residents and their adult children to professional referral sources to industry stakeholders.

RESULTS

In 2024, Pierpont's efforts yielded significant media tractions, securing placements across a variety of local broadcast, print, and digital platforms including WRAL, KRON 4, ABC 7, ABC 11, CBS 17, Raleigh News & Observer, New Bern Sun Journal, Boston Real Estate Times, Brookline News, Florida Weekly, CityBiz, Midtown Magazine, Wake Living Magazine, McKnight's Senior Living, Senior Living News, and many more. These efforts collectively reached an estimated 61 million unique readers and viewers. By the end of Q1 2025, Pierpont had delivered 26 media wins across local and industry-specific publications with an estimated reach of nearly 500,000 readers and viewers. Additionally, Kisco has seen increased brand visibility and positive sentiment across its Signature Communities.

BY THE NUMBERS

60

Media placements

61M

Unique readers and viewers

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