

Contact:
Elizabeth Lenart
VGS Marketing
214-394-7457
el@vgsmarketing.com



FOR IMMEDIATE RELEASE

Juliette Fowler Communities Introduces Second Memory Support Neighborhood, Expanding Care for Individuals Across All Stages of Dementia

New Carroll Memory Support Neighborhood provides a specialized home for those in the earlier stages of dementia, reflecting a rare multi-neighborhood model and person-centered I'm Still Here® philosophy

DALLAS, Texas — November 13, 2025 — Juliette Fowler Communities (JFC), a faith-based, intergenerational living community in East Dallas, has expanded its continuum of care with the opening of the Carroll Memory Support Neighborhood, a new residential area designed specifically for individuals in the earlier stages of dementia.

With the addition of the Carroll neighborhood, JFC now offers two distinct memory support neighborhoods, enabling residents to receive care tailored to their stage of cognitive change. Rare among senior living communities in North Texas, this multi-neighborhood model provides early- and late-stage support in environments that promote engagement, dignity, and well-being.

“This new neighborhood is designed for individuals in the earlier stages of dementia, where active engagement—both mental and physical—can help slow progression and promote well-being,” said Nicole Gann, president and CEO of Juliette Fowler Communities. “Our original memory support neighborhood has maintained a consistent waitlist, and we’ve seen a growing demand due to the size of the Boomer generation and earlier dementia diagnoses. We also recognize the strain caregiving places on families.”

The Carroll Memory Support Neighborhood offers a home-like, open floor plan designed to foster comfort, connection, and independence. Bright, airy spaces include a welcoming kitchen, therapeutic dementia-friendly artwork, a peaceful serenity room, and lovely courtyard views. Residents also enjoy innovative, AI-powered Lucynt engagement tools – interactive, dementia-informed games that enhance cognitive stimulation and social interaction. The Lucynt system uses an interactive projector to cast games and activities onto a surface, such as a table, responding to a person’s touch for a fully immersive experience.

The new neighborhood consists of 19 private apartments with four floor plan options, from studio to one-bedroom with living room, reflecting JFC’s commitment to individualized, therapeutic care grounded in the I’m Still Here® philosophy.

“At Juliette Fowler Communities, the I’m Still Here® philosophy is at the heart of how we approach memory support,” added Gann. “Every person, regardless of their stage of dementia, still has purpose, identity, and the ability to experience joy and connection. This evidence-based model helps our team create daily moments of success, dignity, and engagement, ensuring that each resident is seen, heard, and known. The addition of the Carroll Memory Support Neighborhood reflects our continued commitment to offering environments where individuals can continue to flourish—because they are, indeed, still here.”

Residents in the Carroll neighborhood enjoy structured yet flexible days filled with therapeutic activities, social opportunities, and programs that foster connection and purpose. Volunteer opportunities are available for community members interested in leading activities, providing companionship, or assisting with events.

Families and staff also benefit from JFC's I'm Still Here® and Dementia Friendly Dallas training programs, which build understanding and equip caregivers to create meaningful engagement and communication.

Tours of the Carroll Memory Support Neighborhood are available Monday through Saturday by appointment. Families interested in learning more about individualized care plans and pricing are encouraged to call the JFC admissions office at 214-827-0813 to schedule a visit.

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ABOUT JULIETTE FOWLER COMMUNITIES

Founded in 1892, Juliette Fowler Communities is a faith-based, intergenerational community located in East Dallas, offering independent and assisted living, memory support, affordable senior housing, foster-to-adopt programs, and youth services. Guided by its mission to serve as a place of hope, healing, and transformation, JFC empowers individuals of all ages to thrive through connection, compassion, and care. In addition to providing a home to nearly 500 older adults, Fowler is proud to host the Dementia Friendly Dallas initiative and recently attained I'm Still Here® certification as a program of distinction in cognitive health. Visit fowlercommunities.org or call 214-827-0813.