



News media contact

Scott Carpenter

Capture Public Relations & Marketing

(o) 336-722-9660, (m) 336-408-5247

scott@capturevalue.com

Brookridge and Imprints Cares to Break Ground on Innovative Intergenerational Center for Thriving Children—The Center for Thriving Children

WINSTON-SALEM, NC (FEB. 17, 2025)—Brookridge, A ThriveMore Community, and Imprints Cares will hold a groundbreaking for a first-of-its-kind in Winston-Salem intergenerational childcare center at 9:30 a.m. on Tuesday, March 4 at the Brookridge Auditorium, located at 1199 Hayes Forest Drive in Winston-Salem. Called the Center for Thriving Children, the new childcare center will be located on the campus of Brookridge and will be operated and staffed by Imprints Cares.

With an anticipated opening in early spring 2026, the Center for Thriving Children will serve children from infancy through age five years old while creating unique opportunities for meaningful interaction between Brookridge’s senior residents and the young children enrolled in the program. The Center for Thriving Children will mark a significant step forward in addressing both workforce stability and quality childcare needs in the healthcare sector.

“This groundbreaking partnership addresses a critical need in healthcare workforce retention and recruitment by offering preferred enrollment at the new center for children of our staff,” Brookridge CEO Reed VanderSlik said. “By providing flexible, high-quality childcare that accommodates the demands of healthcare work, we’re supporting our staff through challenging schedules, weather-related school closures, flexible rates for employees of Brookridge based on income, and non-traditional hours.”

VanderSlik said enrollment at the Center for Thriving Children will be open to the public, subject to filling the childcare needs of Brookridge staff.

“The collaboration leverages Imprints Cares’ extensive experience providing exceptional childcare services while introducing an intergenerational component that will benefit both the children and Brookridge residents,” Imprints Cares Interim Executive Director Kim Turner-Kendricks said. “This innovative approach creates meaningful connections across generations while solving practical workforce challenges. Imprints Cares is thrilled to be part of this important initiative for our entire community.”

About ThriveMore Organization

ThriveMore is one of the most respected providers of residential and healthcare living options for older adults. Since 1951, their faith-based, not-for-profit organization has been committed to providing quality care and a meaningful way of life at each of their beautiful senior living communities in North Carolina. ThriveMore has four communities across North Carolina, Brookridge is the community in Winston-Salem.

About Imprints Cares

Imprints Cares takes a holistic approach to advancing literacy and expanding opportunities for children and their families. Through a multi-generational model, Imprints Cares promotes positive parenting, improves social determinants of health, enhances opportunities for children and their families, and helps break the cycle of poverty.

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