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FOR IMMEDIATE RELEASE

TOBY MULLENGER JOINS LIFESPRK AS DIRECTOR OF HOUSING SOLUTIONS

Bringing over 20 years' experience in the senior housing and health care industry

February 16, 2015 – Joel Theisen, RN, CEO/Founder of Lifesprk has announced Toby Mullenger as Director of Housing Solutions. In this newly developed role, Mullenger will focus on expanding Lifesprk's free housing solutions service within the community.

A solution-focused executive with 20+ years of experience in the senior housing and health care industry, Mullenger joined the team to help focus what he calls Lifesprk's "impressive level of energy and professionalism" on changing the housing search experience for seniors and families in the Twin Cities. According to Theisen, "Toby's in-depth understanding of the regional senior housing industry from both the operations and consumer perspectives will help more people easily find their 'best fit' housing options. This creates a win-win for the consumers and families as well as the housing communities seeking their 'best fit' residents."



Mullenger added that this role is really about taking the stress, time and frustration out of the senior housing search process. "My passion is helping people understand their choices, discovering what matters most to them in seeking senior housing and sharing with them answers to what I've learned about the process over the past twenty years – from where do I start, what are the differences, and who has openings, to are there options to stay at home, etc. I really enjoy helping them sort through these questions and enabling them to make positive choices and find 'best fit' options that match their goals."

Prior to joining Lifesprk, Mullenger was the Director of Sales/Marketing for Edgewood Senior Living and the Regional Director and Eldercare Advisor for A Place for Mom. Toby holds a BA in Social and Behavioral Science from the University of Northern Iowa in Cedar Falls.

About Lifesprk

[Lifesprk's leaders](#) have seen too many people in the second half of life end up on the [roller coaster of crises](#) that robs people of control, opportunities and independence. They have made it their passion to [change that experience](#).

A unique blend of geriatric care management and home care, Lifesprk goes beyond caregiving by using a long-term, whole-person approach to spark the lives of people in the second half of life. With their proven Lifesprk Experience™ model, they focus on [7 elements of living well](#) which leads to higher quality of life, significantly [reduced hospitalizations](#), and improved outcomes.

Celebrating ten years of sparking lives, Lifesprk remains one of the fastest growing companies in the Twin Cities and has earned numerous [awards and recognitions](#) as a top employer with an outstanding culture including the [2014 Star Tribune Top Workplace](#).

Recognized as one of the 2009 Small Business Success Stories by *Twin Cities Business Magazine*, Lifesprk has been named a [Fast 50](#) for the state of Minnesota three times in five years.

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