



**Opening of Sunrise Village Senior Living Center
Hamburg, Klein-Flottbek
January 28
Ambassador Coats**

Thank you, Mr. Marconi, managing director,

Paul and Teresa Klaassen,

Herr Stockmann,

Marsha and I would like to congratulate you on the opening of the first Sunrise Center in Germany,

In America and in Europe, population aging will be one of the greatest challenges facing policy makers in the coming decades. Comprehensive reform will be required addressing the fiscal, financial and labor market implications of aging, as well as the implications for pension, social benefits and systems of health and long-term care. We owe it to our senior citizens who have enriched and strengthened our societies to pledge to continue working to enhance their quality of life.

Older generations teach timeless lessons of courage, endurance, and love. In the past three years, Marsha and I have had the opportunity to meet Germans of all generations – young and old. We will never forget our encounters with those who lived through the war years, the dynamic years of the Wirtschaftswunder in the West, and the bitter years of the cold war – on both sides of the Wall that divided this country.

On both sides of the Atlantic, our senior citizens have shown a commitment and a resilience and fortitude that set an example for us all. Sunrise communities help senior citizens maintain their independence and dignity. Preserving dignity, caring for the whole person, celebrating individuality, offering the freedom of choice, encouraging independence and involving family and friends – these are the principles that have accompanied Sunrise's success in the United States, Canada and the UK. We wish you all the best here in Germany.