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PRESS RELEASE

Arcadia Residents capture the nation with TikTok video

-Arcadia residents' recreation of the Super Bowl Halftime Show of "Rude Boy" by Rihanna goes viral.

[Bowling Green, KY, February 22, 2023] – Arcadia Senior Living recreated Rihanna's Super Bowl Halftime Show performance to "Rude Boy" in a TikTok that went viral. The 12 second video captured over 3.5 million likes and the attention of JAY-Z and Rihanna. 100 red roses and a note that read, "We love the TikTok here at Roc Nation! JAY-Z" arrived on February 27th. Followed by another 100 white roses from Rihanna noting that the ladies were "amazing."

The community was a buzz with the media exposure and received hundreds of requests for interviews. "I feel like I'm 16 years old," said Dora Martin, who played Rihanna in the video. National television coverage included Fox & Friends, Inside Edition, GMA, Today, and SWNS from the UK. Stories ran in national media from [Washington Post](#), [New York Times](#), [People](#), [Insider](#), Billboard and [Buzzfeed](#).

The brains, beauty and talent behind the production were Paige Oakes and Maitlin Nuckols, team members at Arcadia Bowling Green. "The fact that we know Rihanna saw the video and enjoyed seeing them dancing to her music really just blew us away," said Oakes. "It's great to see our residents truly living their best life."

The group is already planning their next TikTok. "So, stay tuned," Nuckols said. Follow us on [TikTok](#) and [Facebook](#).

"We are blessed to have an outstanding team who works hard each day to create an active, fun, and engaging environment for our residents to enjoy. Clearly you can see these ladies take the "fun" part of that to a new level. We firmly believe that all stages of life should be filled with opportunities for enjoyment and laughter, and it is so heartwarming to see our residents having fun and living life to the fullest with their friends and neighbors. That's what Arcadia Senior Living is all about," said Brian Durbin, President of Arcadia Communities.

About Arcadia Communities

[Arcadia Communities](#), a Louisville, Ky.-based company currently operates Independent Living, Assisted Living and Memory Care communities in Michigan, Kentucky, Tennessee, and Florida with plans for future growth. The mission of Arcadia Communities is to respect and honor our elders by building communities dedicated to supporting their individual needs, promoting independence and enriching lives. Our management team has over 100 years of experience operating Senior Living Communities across the country.