

Center for Senior Wellbeing Celebrates Successful Community Launch Event

March 17 event highlights early success and builds momentum for continued growth, partnership, and impact

FALLBROOK, CA., March 20, 2026 – The Center for Senior Wellbeing officially welcomed the community to the new organization on March 17, hosting a well-attended launch event that celebrated both its strong start and its vision for the future.

Held at the Center’s East campus, the two-hour event brought together community partners, nonprofit leaders, regional advocates, state legislative representatives, donors, and members of the Board of Directors – all in support of a shared mission: strengthening the network of care for older adults across the Fallbrook, Bonsall, Rainbow and De Luz areas.

Guests were greeted in a vibrant, fully branded space that featured informational displays, program materials, and staff members stationed at tables to provide one-on-one engagement and insight into key services – including classes and activities, the senior lunch program, outreach and events, transportation, tech support, referral and support advocacy, and the Adult Day Center.

The program featured remarks from three key leaders who helped bring the story of the organization to life:

- **Perla Hurtado, CEO**, who shared the big picture behind the merger and the thoughtful work required to unify two long-standing organizations into a single, stronger resource for seniors
- **Nickie Williams, Board President**, who spoke to the importance of vision, strategy, and stewardship in guiding the organization’s future
- **Joanna Costello, Outreach and Development Specialist**, who highlighted the community’s role in shaping the Center’s growth, newly added and upcoming events, and the importance of ongoing engagement and partnership

“The launch event was more than a milestone – it was a reflection of what’s possible when a community comes together with a shared purpose,” said Hurtado. “We are building something meaningful, and the support we saw in the room reinforces that we are on the right path.”

Attendees enjoyed light morning refreshments while connecting with staff, touring the facility, visiting the Center’s thrift shop, and experiencing the senior lunch program in action. Representatives from both State Senator Brian Jones’ office and State Assemblymember Carl DeMaio’s office presented recognition certificates in honor of the Center’s impact and successful launch.

The event served not only as a celebration, but also as an open invitation for continued involvement – from volunteering and partnerships to program participation and community advocacy. Following a strong first two and a half months of integrated operations, the Center for Senior Wellbeing continues to expand its reach, strengthen its services, and deepen its connection to the community it serves.

About the Center for Senior Wellbeing

The Center for Senior Wellbeing is a 501(c)(3) non-profit, charitable organization dedicated to enriching the lives of older adults in the Fallbrook, Bonsall, Rainbow, and De Luz areas. The Center for Senior Wellbeing offers a comprehensive suite of essential services that promote wellbeing, connection and independence for older adults. Services include classes and activities, senior lunches, workshops and support groups, transportation, referral and support advocacy, adult daytime caregiving, volunteer opportunities, and a community thrift shop. For more information, call 760-723-7570 or visit www.centerforseniorwellbeing.org.

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Carollynn Holemo and Matt Tompkins welcome attendees at the greeting table as guests sign in for the launch event



Launch attendees engage in conversation at information tables to learn about the Center's Referral and Support Advocacy program.



Jeffrey Dionisio and Andrea Placencia welcome questions from attendees while sharing details about the Center's programs and services.



Nickie Williams, Center for Senior Wellbeing Board President, addresses the crowd.



Perla Hurtado, CEO of the Center for Senior Wellbeing, speaks to attendees about the formation of the new organization and its expanded role in supporting older adults and the community.



Board members of the Center for Senior Wellbeing join CEO Perla Hurtado and Outreach and Development Specialist Joanna Costello, along with Juliette Castner, representative for State Senator Brian Jones, and Matt Stockton, representative for Assemblymember Carl DeMaio, during the March 17 launch event. Perla Hurtado and Board President Nickie Williams hold certificates of recognition presented in honor of the Center's official launch.

Pictured (left to right): Joanna Costello, Matt Stockton, Howard Salmon, Juliette Castner, Perla Hurtado, Nickie Williams, Candy Schoenheit, Liz Cerruti, Gail Jones, Mark Weaver, Jack Schirner, Jan Ohno. Not shown: Jenni Strutz



The Center for Senior Wellbeing's new signage at the East campus welcomes the community.

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The program featured remarks from CEO Perla Hurtado, Board President Nickie Williams, and Outreach and Development Specialist Joanna Costello, highlighting the vision behind the merger, the importance of strategic leadership, and the role of community engagement. Attendees enjoyed refreshments while touring the facility, visiting the thrift shop, and experiencing programs in action, including the senior lunch service.

Representatives from the offices of State Senator Brian Jones and Assemblymember Carl DeMaio presented certificates of recognition in honor of the Center's impact and official launch. The event served as both a celebration and an open invitation for continued involvement, as the Center for Senior Wellbeing continues to expand its reach, strengthen services, and deepen its connection to the community it serves.