

Villa Rose Marks 41 Years in Bethalto with Fun Events for Residents

by Sydney Sinks, News Reporter
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BETHALTO - [Villa Rose Senior Living Community](#) will celebrate its 41st anniversary this year, and they have plenty planned for residents to enjoy.

From July 20–24, 2026, Villa Rose and the Bethalto community will commemorate Villa Rose’s founding in 1985. This unique senior living community offers affordable apartments with supportive services available to older adults. As they gear up for their 41st anniversary, Executive Director Cindy Cannon can’t wait to share the experience and “family” feel with residents.

“We want to celebrate with our residents,” she said. “If it wasn’t for them, we wouldn’t be here.”

The fun will kick off on Monday, July 20, with coffee brought in by Bunkhouse Joe. On Tuesday, July 21, the “resident-favorite” Carnival Day will return, with plenty of carnival games filling the building’s lobby and favorite carnival foods served up from the kitchen. On Wednesday, a special guest will join the residents for happy hour, complete with “a special rose drink” and a luau theme.

Thursday, July 23, promises a “big celebration night,” with a “wonderful dinner” and a spa day for the ladies featuring manicures, facials and more fun. The evening ends with a band and a party. The week concludes on Friday with 80’s day, celebrating Villa Rose’s founding in 1985.

Cannon shared that all of these events aim to bring the Villa Rose community together and provide a fun week for residents. The facility offers near-daily activities and always encourages the residents to develop relationships with one another, but events like the 41st anniversary will elevate it to a special, memorable week for all.

Villa Rose was founded by a local family in the 1980s. Cannon noted that, while senior living is common now, this community was a new concept back then.

“Now, we’re all very familiar with senior living popping up on every corner, from assisted living to memory care units,” she said. “But 41 years ago, it was way ahead of its time.”

Villa Rose is especially unique because it is independent living with supportive services available, meaning residents live in their own apartments and only pay for the services — like shower help or medication reminders — that they need. This keeps it affordable, in addition to the fact that Villa Rose is still owned by the same family that built it.

Fees don’t go to a corporation, and the people are more than numbers. Staff members develop relationships with each resident and get to know the residents’ families. Cannon is proud to build a culture that prioritizes this family atmosphere.

“It’s such a beautiful thing to see people make friendships with each other. They just find this niche of family within the community,” she explained. “The main goal, when we look to hire people, is that they are going to care about the residents. The majority of the staff have been here for years.”

As Villa Rose prepares for its anniversary celebration, Cannon and her team hope the residents enjoy everything they have planned. They encourage people to reach out with any questions or to schedule a no-pressure tour to see the facility for themselves. You can call 618-377-3239 or visit their [official website](#) or their [official Facebook page](#) for more information.

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