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# Press Release

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## **\$11.2 MILLION INNOVATIVE MEMORY CARE COMMUNITY NOW OPEN— READY TO PROVIDE SPECIALIZED SERVICES IN HOME-LIKE ENVIRONMENT**

HOUSTON, Texas, July 2, 2013: The leader in memory care just opened its eighth **community in the Houston area**--Autumn Leaves of West Houston. The 26,000 square foot, \$11.2 million memory care community provides a home-like environment for as many as 46 residents exclusively living with Alzheimer's, dementia and memory impairment. The community will also offer **free programs** to the public, including seminars, support groups, memory testing, and free respite care for five hours on Wednesdays to give caregivers a break. As baby boomers age, according to the Alzheimer's Association, the number of people diagnosed with Alzheimer's in Texas is expected to increase from an estimated 340,000 to 470,000 by 2025. This further emphasizes the need for specialized care.

"I am very excited about opening our doors and providing a high level of care for residents living with Alzheimer's, dementia and memory loss," said Tonia Kelly, executive director of Autumn Leaves of West Houston. "We are memory care experts,

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and our specialized activities will help stimulate the residents and provide both comfort and quality of life. We have a nurse in the building seven days a week to assist residents, and our building is designed specifically for people living with Alzheimer's and dementia which allows us to offer an environment that fits our residents' needs."

Autumn Leaves of West Houston includes an interior design model based on the latest scientific research. From the type and color of the light, to the number of windows, to the type of artwork, carpet, paint, and furniture, everything was chosen with the intention of providing the best environment for residents living with Alzheimer's and dementia. The community also has two aquariums in the private dining rooms which research shows will create a calming effect and increase appetites—priorities for families living with Alzheimer's or dementia.

The community also has its own Culinary Director who will freshly prepare food from scratch while working with a nutritionist and dietician to create meals enjoyed by residents in private dining rooms. The residents will also experience life enrichment programs that use touch, laughter, music, and dance to engage senses and personality. Its boutique size gives residents access to the entire building and three outdoor courtyards.

"Our community is set up much like a beautiful home where residents can age in place with dignity and respect," said Bonnie Berkman, Regional Sales Director, Constant Care Family Management, the property management company for Autumn Leaves Alzheimer's and Memory Care communities. "Our care-centered practices are specifically designed to focus on enhancing our residents' quality of life."

Autumn Leaves of West Houston is located in the Houston Energy Corridor just south of I-10. The community is near the West Houston Medical Center and just east of George Bush Park. This is the **eighth community to open since fall 2010** in the Houston area.

“The Houston area is generally pro-growth and has pretty good development policies in place, especially when compared to some other more restrictive municipalities,” said Jason Glover, Regional Director of Development-Texas for The LaSalle Group, which handles the development and financial side of Autumn Leaves memory care communities. “In this case, the City of Houston review process was efficient and well-programmed, which made this a relatively smooth project. The fact that Houston has a strong economy and population growth, combined with comparatively low land constraints, means we may add more Autumn Leaves communities over the next few years. Houston has been a good market for us and has provided a great opportunity for us to develop communities and serve our residents and their families. ”

Autumn Leaves of West Houston opened in early July. The community is currently conducting tours and taking deposits. For more information or to set up an interview, call Amy Jones 214-890-7912 ext. 30 or email at [ajones@fortepr.com](mailto:ajones@fortepr.com)

### **ABOUT AUTUMN LEAVES**

Family owned and operated, Autumn Leaves communities combine a warm, home-like environment with the highest quality memory care available. Specialized in every aspect, Autumn Leaves memory care residences are focused on meeting residents' emotional, physical, social and nutritional needs in a home-like environment. With Autumn Leaves communities open or under construction in Houston, Dallas/Fort Worth,

San Antonio, Chicagoland, Tulsa, Edmond, and Atlanta, we are growing at a smart, steady pace. For more information on Autumn Leaves, visit our website at [www.AutumnLeaves.com](http://www.AutumnLeaves.com) or call our home office at (888) 598-2375.

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**Photos courtesy of Autumn Leaves of West Houston**

**Photo 1:** Autumn Leaves of West Houston is designed specifically to care for residents living with Alzheimer's or memory impairment.