

PRESS RELEASE

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FOR IMMEDIATE RELEASE
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NATIONAL MEMORY CARE EXPERTS TO BREAK GROUND ON CUTTING-EDGE MEMORY CARE COMMUNITY IN GEORGETOWN

Georgetown, TEXAS March 25, 2014: The LaSalle Group, a national leader in memory care with more than 15 years of experience, has announced plans to open its **first community in Georgetown – Autumn Leaves of Georgetown** (3600 Williams Drive, Georgetown, TX 78628). The 26,000 square foot, \$10.3 million memory care community will provide expert care for nearly 50 residents living with Alzheimer's, dementia, and memory impairment. The company will officially break ground during a special ceremony on March 26 at 10:00 a.m. A ribbon cutting will commence at 10:30 a.m. Mayor George Garver of Georgetown will be attending and speaking, as well as Mitchell Warren, CEO and Co-Owner of The LaSalle Group, Inc. and Autumn Leaves. This event is free and open to the public.

"My wife, Kelli Warren (formerly Kinton), grew up in Georgetown and her family still resides there," said Mitchell Warren. "We are excited to bring our services to a town that has familial ties. We hope that we can contribute to Georgetown in a positive way and give back to people in the area. My wife cherishes her memories of growing up here and is delighted with the expansion into her hometown. Our mission is to enhance the lives of our residents through quality care and build a specialized community designed to meet their needs."

Utilizing current scientific research, Autumn Leaves of Georgetown will feature an innovative building design and cutting-edge technology to create an environment specifically tailored to residents living with Alzheimer's and dementia. A life engagement program will fulfill residents' needs for artistic expression, physical activity, spiritual support, community connections, continuing education, and lifestyle and leisure.

The community will also feature the state-of-the-art Vigil System, a motion sensor program in each resident's private room that allows for safer independent living. The system subtly alerts staff members, if needed, and gathers information that serves to improve the resident's comfort level.

"Georgetown was ranked a top retirement community in the United States by Retirement Places Rated," said John Barbee, Executive Vice President of Real Estate at The LaSalle Group, which designs, develops, and builds Autumn Leaves communities. "The city's mild climate, close proximity to the Hill Country and Austin, and its senior housing options make it a vibrant retirement destination. With an increase in the number of seniors in the area, there is also a need for high quality Alzheimer's and dementia care. Autumn Leaves of Georgetown will be on Williams Drive between the city's historic downtown and the 5,000+-acre Del Webb Sun City Texas senior age-restricted community. We are eager to complete this project, so we can start providing services to residents and their families."



3600 Williams Drive
Georgetown, TX 78628
(888) 662-8886
AutumnLeaves.com

Autumn Leaves of Georgetown is the result of a partnership between The LaSalle Group, Southwest Bank, and Silverado Interests. The community is expected to open fourth quarter of 2014. Once open, the community will provide services for families in the area including educational seminars, Alzheimer's support groups, day stays, and respite care.

If you are interested in covering the story or would like to set up an interview, please contact Amy Jones via phone at 214-890-7912 ext. 30 or email at ajones@fortegroupinc.com.

ABOUT AUTUMN LEAVES

Autumn Leaves®, family owned and operated memory care assisted living communities, is dedicated to those living with Alzheimer's and dementia. The communities are committed to providing exceptionally high-quality care and research-based programs that allow for a safe, secure, and active environment for its residents. As a leader in memory care, Autumn Leaves combines clinical expertise, knowledge of dementia, and heartfelt compassion to create the best possible care environment. Autumn Leaves currently operates 36 communities in four states with the ability to serve more than 1,800 residents. For more information, please visit www.AutumnLeaves.com or call (888) 662-8886.

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