

PRESS RELEASE

Contact: Amy Jones / Mady Edgar, Forté Group, Inc.
Phone: 214-890-7912 ext. 30 / 43
Mobile: 469-261-7544 / 979-277-2666
ajones@fortegroupinc.com / medgar@fortegroupin.com

FOR IMMEDIATE RELEASE
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AUTUMN LEAVES OF EDMOND TO CELEBRATE GRAND OPENING

Edmond, OKLAHOMA April 11, 2014: **The LaSalle Group**, a national leader in memory care with more than 15 years of experience, has opened its first Autumn Leaves memory care community in the Oklahoma City metro – Autumn Leaves of Edmond. The 28,000 square foot, \$8.8 million memory care community will provide specialized care to nearly 50 residents living with Alzheimer's, dementia, and memory impairment. The announcement was made by **Mitchell Warren**, CEO and Co-Owner of **The LaSalle Group, Inc.** and **Autumn Leaves**, based in Irving, Texas.

This is the **first free-standing memory care community in Edmond**. Autumn Leaves of Edmond will host an official grand opening event on Thursday, April 24, from 4:00 – 7:00 p.m., at 1001 S. Bryant Ave., Edmond, Okla. 73034. The event, which is **free and open to the public**, will provide live entertainment, dinner, tours of the new community, and complimentary valet parking. Joseph Jasmon, Chief Operating Officer of The LaSalle Group, will be joined by a representative from the Edmond Chamber of Commerce for the ribbon cutting ceremony.

"We are excited to join the Edmond community with our unique approach to care," said Jonna Flick, Executive Director of Autumn Leaves of Edmond. "There is a tremendous need for expert memory care here, and we are ready to make a difference for families in the area."

The community was designed based on the latest Alzheimer's research and includes high-tech equipment to help keep the residents safe. In addition, the community offers **free programs** to the public including seminars, speakers, and monthly Alzheimer's support groups. Respire care is also available. There is a growing demand for these specialized services as more than 60,000 Oklahomans – one in ten seniors in Oklahoma – are living with Alzheimer's, according to the Alzheimer's Association.

"Families often come to us in panic mode," said Marcie Davis, Director of Sales and Marketing for Autumn Leaves of Edmond. "Our community helps them go back to being family members instead of caregivers. They don't have to worry any longer about their loved ones because they know they will be cared for and loved with us. We are family here."

Utilizing current scientific research, Autumn Leaves of Edmond will feature an innovative building design and cutting-edge technology to create a calm, safe, and engaging environment. 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 also offers a full service beauty and barber salon, on-site memory care nurses, and meals prepared by a chef and dietician. The staff also undergoes rigorous training to help them understand behavioral, communicative, and cognitive changes residents will experience.

“Memory care is challenging, but very rewarding, work,” said Flick. “Families see amazing transformations with loved ones after coming here. Constant engagement with our activities, our specialized care, and our hands-on approach of truly getting to know our residents leads to happier and healthier lives.”

Autumn Leaves of Edmond is located approximately 15 miles northeast of downtown Oklahoma City on South Bryant Avenue between East Ninth Street and Mockingbird Lane. The community is approximately one mile from The University of Oklahoma (OU) Medical Center Edmond and less than three miles from Integrus Health Edmond.

The grand opening event is free and open to the public. Members of the public are asked to RSVP by contacting Marcie Davis at mdavis2@autumnleaves.com or 405-341-1450.

If you are a member of the media interested in covering this 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, or Mady Edgar via phone at 214-890-7912 ext. 43 or email at medgar@fortegroupinc.com.

ABOUT AUTUMN LEAVES

Family owned and operated memory care assisted living communities, Autumn Leaves® is dedicated to serving those living with Alzheimer’s and dementia. Autumn Leaves communities are committed to providing exceptionally high-quality care and research-based programs that allow for safe, secure, and active environments for its residents. An acknowledged 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 4 states with the ability to serve more than 1,800 residents. For more information, visit AutumnLeaves.com or call 888-662-8886.

ABOUT THE LASALLE GROUP

Family owned and operated since 1990, The LaSalle Group, Inc. designs, develops, builds, manages, and owns 36 Autumn Leaves® memory care assisted living communities designed specifically for people with Alzheimer’s and other forms of dementia, as well as other specialized real estate and businesses throughout the United States. For more information about our business lines, services, current projects, and investment opportunities, please visit LaSalleGroup.com or call Robin Carter, Assistant Vice President of Marketing and Communications, at 800-452-7255.

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Image courtesy of Autumn Leaves of Edmond
Image 1: Autumn Leaves of Edmond exterior