

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@fortegroupinc.com

FOR IMMEDIATE RELEASE
April 9, 2014

GROUNDBREAKING PLANNED FOR INNOVATIVE MEMORY CARE COMMUNITY IN ARLINGTON HEIGHTS

Arlington Heights, ILLINOIS April 9, 2014: In response to a growing need for memory care, a company with a specialized concept designed for residents living with Alzheimer's and dementia will begin construction on a new **30,000 square foot, \$12 million memory care community** in the Village of Arlington Heights. **The LaSalle Group**, a national leader in memory care with more than 15 years of experience, will **break ground on its ninth community in Chicago – Autumn Leaves of Arlington Heights** (1625 S. Arlington Heights Rd., Arlington Heights, IL 60005), on Wednesday, May 7, at 10:00 a.m. A ceremonial shovel dig will commence at 10:30 a.m. **Mitchell Warren**, CEO and Co-Owner of The LaSalle Group, Inc. and Autumn Leaves, will speak at the event. A representative from the Arlington Heights Chamber of Commerce will also be in attendance. The public is invited to attend the free groundbreaking celebration.

"Our mission is to enhance the lives of our residents through quality care and to build a specialized community designed to meet their needs," said Warren. "With nine communities in the Chicago area, we will have the opportunity to truly make an impact."

Utilizing current scientific research, Autumn Leaves of Arlington Heights 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 undergoes rigorous training to help them understand behavioral, communicative, and cognitive changes residents will experience.

"The Village is currently revitalizing the area around Autumn Leaves of Arlington Heights," said Joseph Jasmon, Chief Operating Officer of The LaSalle Group. "The Village and the neighbors have been very supportive of our company, and we are proud to become a part of the community. We will provide resources to our residents, their families, and people who live in the surrounding area."

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.

"As a former resident of Chicago, I know that there is a need for expert memory care in Arlington Heights, and I am excited that we will bring our services to the area," said Kay Adkins, Director of Development for The LaSalle Group. "The location is perfect for our residents and their families."

Autumn Leaves of Arlington Heights is the result of a partnership between The LaSalle Group and Silverado Interests. The community is expected to open first quarter of 2015. Once open, the community will provide free services for families in the area including educational seminars, speakers, and Alzheimer's support groups. The community will also offer respite care.

Autumn Leaves of Arlington Heights will be located less than 30 miles northwest of downtown Chicago on South Arlington Heights Road between downtown Arlington Heights and Highway 90, roughly one mile from Northwest Community Hospital.

The groundbreaking is free and open to the public. Members of the public are asked to RSVP by contacting Sarah Chidalek at schidalek@lasallegroup.com or by calling 281-433-3583.

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.

-End-