

PRESS RELEASE

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FOR IMMEDIATE RELEASE
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INNOVATIVE MEMORY CARE COMMUNITY IN WOODSTOCK TO CELEBRATE GRAND OPENING

Woodstock, GEORGIA April 16, 2014: The LaSalle Group, a national leader in memory care with more than 15 years of experience, has opened its **second community in the Atlanta area – Autumn Leaves of Towne Lake**. The 28,000 square foot, \$9.8 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 Towne Lake**. Autumn Leaves of Towne Lake is now open and is currently providing tours and accepting reservations. The community will host its grand opening on Thursday, May 1, from 4:00 – 7:00 p.m. 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, Inc., will be joined by a representative from the Cherokee County Chamber of Commerce for the ribbon cutting ceremony.

Autumn Leaves of Towne Lake is located in Woodstock at 1962 Eagle Drive, between I-575 and I-75. The community is approximately 30 miles north of Atlanta.

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 and support groups. Respite care is also available. There is a growing demand for these services as more than 130,000 Georgians 65 and older are living with Alzheimer's, according to the Alzheimer's Association.

"Our innovative, state-of-the-art community is like nothing else in the Towne Lake area. Our mission is solely focused on memory care, and we are setting a new standard for how memory care residents live," said Susan Tidwell, Executive Director of Autumn Leaves of Towne Lake. "We are excited to bring our skills and expertise to our residents and their families. Our goal is to help take the burden off of families who struggle with balancing their lives while being caregivers."

Utilizing current scientific research, Autumn Leaves of Towne Lake 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 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.

“By engaging the residents daily in these enriching activities that stimulate their senses, we are bringing about a better quality of life to our residents, while bringing peace and comfort to their families,” said Kim Waid, Director of Sales and Marketing for Autumn Leaves of Towne Lake. “We all receive hands-on training in memory care so that families can rest assured that their loved ones are receiving the best care possible. We feel blessed to be able to help them through this journey.”

The grand opening event is free and open to the public. Members of the public are asked to RSVP by contacting Kim Waid at kwaid@autumnleaves.com or 770-928-2440.

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 Towne Lake
Image 1: Exterior of Autumn Leaves of Towne Lake
Image 2: Interior of Autumn Leaves of Towne Lake