

PRESS RELEASE

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FOR IMMEDIATE RELEASE
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AUTUMN LEAVES OF SOUTH BARRINGTON TO CELEBRATE GRAND OPENING

South Barrington, ILLINOIS June 13, 2014: **The LaSalle Group**, a national leader in memory care with more than 15 years of experience, has opened Autumn Leaves of South Barrington. The 29,000 square foot, \$11.1 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. The LaSalle Group has ten communities open or under construction in Chicagoland.

This is the **first free-standing memory care community in South Barrington**. Autumn Leaves of South Barrington will host an official grand opening event on Thursday, July 31, from 4:00 – 7:00 p.m., at 215 Bartlett Road, South Barrington, Ill. 60010. The event, which is **free and open to the public**, will provide live entertainment, dinner, tours of the new community, and complimentary valet parking. John Barbee, Executive Vice President of Real Estate for The LaSalle Group, and Jessica Akaah, Vice President of Management – Culture & Training for The LaSalle Group, will be joined by Paula McCombie, South Barrington Village President, and a representative from the Barrington Area Chamber of Commerce for the ribbon cutting ceremony.

"There is a growing need for memory care as the number of Americans living with Alzheimer's continues to increase," said Barbara Schechtel, Executive Director of Autumn Leaves of South Barrington. "Chicagoland has embraced Autumn Leaves, and I am thrilled to bring our expert care and enthusiasm to the families of South Barrington."

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. Respite care is also available. There is a growing demand for these specialized services as more than 210,000 people in Illinois— one in twelve seniors in Illinois – are living with Alzheimer's, according to the Alzheimer's Association.

"Memory care is a passion of mine. I love to get up in the morning and come to work because I know I'm making a difference," said Schechtel. "I have been involved with Autumn Leaves for several years as an executive director at Vernon Hills, and I actually first learned about the communities by volunteering in Vernon Hills. I realized that this is my true calling. I see that same desire to help others in all of our staff members, and our comprehensive training program ensures that everyone knows how to best care for residents living with Alzheimer's."

Utilizing current scientific research, Autumn Leaves of South Barrington 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.

“I am the happiest when I get to spend time with the residents, and I can see firsthand how they thrive in their new home,” said Lora Ellis, Director of Sales and Marketing for Autumn Leaves of South Barrington. “From the way our community is built to the way we engage residents through activities, we model everything around what works best to improve their quality of life.”

Autumn Leaves of South Barrington is approximately 35 miles northwest of the Chicago Loop on the northeast corner of Higgins and Bartlett Road. The community is one mile from the Arboretum of South Barrington and five miles from St. Alexius Medical Center.

The grand opening event is free and open to the public. Members of the public are asked to RSVP by contacting Lori Ellis at lellis@autumnleaves.com.

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 Kristin Dupont, Director of Marketing, at 800-452-7255.