

## PRESS RELEASE

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FOR IMMEDIATE RELEASE  
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### GROUNDBREAKING PLANNED FOR INNOVATIVE MEMORY CARE COMMUNITY IN NORTHWEST AUSTIN

Austin, TEXAS March 25, 2014: In response to a growing need for memory care, a company with a specialized concept tailored to the care of residents with Alzheimer's and dementia will begin construction on a new **\$10.7 million memory care community** in Northwest Austin. The LaSalle Group, a national leader in memory care with more than 15 years of experience, will **break ground on its first community in Austin – Autumn Leaves of Northwest Austin** (10025 Anderson Mill Rd., Austin, TX 78750), on March 27 at 10:00 a.m. A ribbon cutting will commence at 10:30 a.m. The CEO and President of Cedar Park Chamber of Commerce, Tony Moline, will speak on behalf of the Chamber at the groundbreaking. Mitchell Warren, CEO and Co-Owner of The LaSalle Group, Inc. and Autumn Leaves, will also speak. The public is invited to attend the free groundbreaking celebration.

"We feel privileged to have the opportunity to bring our specialized, quality care to families in Austin, one of the fastest growing cities in Texas," said John Barbee, Executive Vice President of Real Estate at The LaSalle Group, which designs, develops, and builds Autumn Leaves communities. "With the city's high growth rate, there is a greater need for Alzheimer's and dementia care. This community will be located very near the Balcones Country Club, close to Lakeline Mall, and amidst the beautiful Hill Country that comprises Northwest Austin. We are looking forward to the completion of this project and are eager to start making a difference in the Austin area."

Utilizing current scientific research, Autumn Leaves of Northwest Austin 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.

"We believe our clinical expertise, heartfelt compassion and the layout and design of each community create the best possible care environment," said Mitchell Warren. "All of our staff is trained through the Alzheimer's Association's CARES program. That training helps them understand behavioral, communicative, and cognitive changes residents will experience as Alzheimer's progresses. We pledge to provide compassionate care and will provide peace of mind to the residents' families."

With more than 35 communities now open or under construction and projected growth of over 15 percent per year, Autumn Leaves is a highly-recognized brand throughout the senior memory care industry. According to *Forbes*, Austin

has a current population of 1.8 million and a growth rate of 2.8 percent, making it an ideal market for expansion of the Autumn Leaves communities. This project is expected to be completed by the end of 2014.

If you are interested in covering this story or would like to set up an interview, please call Amy Jones via phone at 214-890-7912 ext. 30 or email at [ajones@fortegroupinc.com](mailto:ajones@fortegroupinc.com) <mailto:ajones@fortep.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](http://www.AutumnLeaves.com) or call (888) 662-8886.

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