

PRESS RELEASE

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FOR IMMEDIATE RELEASE
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AUTUMN LEAVES OF EDMOND PARTICIPATES IN WALK TO END ALZHEIMER'S

Edmond, OKLAHOMA August 29, 2014: Autumn Leaves of Edmond, an innovative free-standing memory care community, is raising money for the local chapter of the Alzheimer's Association as part of its commitment to increase awareness, improve lives, and help find a cure for Alzheimer's. The community will be participating in the Walk to End Alzheimer's event in Oklahoma City this September, and leading up to the event, team members are hosting two fundraisers with 100 percent of the profit going to the Alzheimer's Association. The community's team is called Worth Remembering and is comprised of Autumn Leaves staff, residents, family members, and third party vendors.

The community will hold a Family Yard Sale on Thursday, September 4 and Friday September 5 from 8 a.m. to 3 p.m. Gently used items donated by families of Autumn Leaves of Edmond residents will be for sale, including household goods, furniture and clothes. In addition, the community will sell Blue & Gold Sausage through September 27. Anyone interested can come to Autumn Leaves of Edmond (1001 S. Bryant Ave.) to place and pick up orders. Staff members are encouraging the public to help a worthy cause by donating money and participating in the community's upcoming events.

"Our residents and their families are part of our family, and we are here to support and love each other," said Jonna Flick, Executive Director of Autumn Leaves of Edmond. "It is important to us to help raise awareness about Alzheimer's and bring that support and love we share to others. We are all going through this together."

"It feels good to make a difference and to give back to those with Alzheimer's who can't do this for themselves," said Marcie Davis, Director of Sales and Marketing for Autumn Leaves of Edmond. "It's important for everyone to be involved in efforts like this, because you are supporting seniors who positively impacted our community. It's a way to honor them and show our appreciation for all they did. These fundraisers give us all a chance to make a difference in whatever way we can."

According to the Alzheimer's Association, the Walk to End Alzheimer's is the largest event to raise awareness and funds for Alzheimer's, and it is held in more than 600 communities throughout the country every year. All the money raised through the event goes towards furthering care, support and research efforts of the nonprofit organization. The 2014 Walk to End Alzheimer's – Oklahoma City will be held on Saturday, September 27 at Chickasaw Bricktown Ballpark.

"It's important to get the community involved so that awareness is out there," said Holly Chamber, an active volunteer with the team and the daughter of an Autumn Leaves of Edmond resident. "It affects everybody at some point. It might be a personal connection, or it could be something that is affecting a friend or coworker. It's important for everyone to get the support they need, and you can be the person who has the right words to comfort and support them."

In addition to its work with the Alzheimer's Association, Autumn Leaves of Edmond offers **free programs** to the public, including seminars, speakers, and monthly Alzheimer's support groups, to help those in the local community affected by Alzheimer's. Respite care is also available to give caregivers a break.

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.

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Image courtesy of Autumn Leaves of Edmond

Image 1: