

PRESS RELEASE

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FOR IMMEDIATE RELEASE
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INNOVATIVE MEMORY CARE COMMUNITY OPENING SOON IN STOCKBRIDGE

Stockbridge, GEORGIA August 30, 2014: **The LaSalle Group**, a leader in memory care with more than 15 years of experience, will be opening the first free-standing memory care community in Stockbridge – Autumn Leaves of Stockbridge – this fall. The 26,000 square foot memory care community will bring 45 jobs to the area and 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 three communities open or under construction in the Atlanta area.

"We could not be more thrilled to be opening Autumn Leaves of Stockbridge," said Toni Benton, Executive Director of Autumn Leaves of Stockbridge. "Having a free-standing community devoted to memory care is forward thinking and just remarkable. Our community will offer specialized care that is not currently available in our area, and we are excited to bring much needed services to families living with Alzheimer's and other forms of dementia."

Utilizing current scientific research, Autumn Leaves of Stockbridge will feature an innovative building design and cutting-edge technology to create a calm, safe, and engaging environment. 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.

"The Vigil System is just fantastic," said Benton. "It helps us track and monitor residents so we can keep them safe without invading their privacy. Since the staff will be aware of each resident's behavior and habits at all times, families can feel comfort about having their loved one live in our community."

The community will offer **free programs** to the public including seminars, speakers, and monthly Alzheimer's support groups. Respite care is also available.

"For the past 18 years, I have been passionate about memory care and a champion for Alzheimer's education and awareness," said Benton, who has also been an active volunteer and community educator for the Alzheimer's Association. "There is a tremendous demand for support services in this area, and I am proud that all of us with Autumn Leaves of Stockbridge are here to bring more awareness and understanding of Alzheimer's and dementia through education and training. Also, we want the local community to know that we are here to support them and their loved ones. They are not alone on this journey."

Autumn Leaves of Stockbridge is approximately 20 miles southeast of Atlanta near the intersection of Chadwick Commons and Monarch Village Way. The community is six miles from Southlake Mall and less than five miles from Interstate 75.

“Everything with our community, from the construction design to the technology, was chosen to provide the best environment possible for our residents,” said Kathy Rainwater, Director of Sales and Marketing for Autumn Leaves of Stockbridge and a lifelong resident of Henry and Clayton Counties. “Our goal is to improve their quality of life and keep them engaged each and every day. We focus on life, not diagnoses, at Autumn Leaves.”

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 Stockbridge

Image 1: Autumn Leaves of Stockbridge exterior