

## PRESS RELEASE

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FOR IMMEDIATE RELEASE  
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### **AUTUMN LEAVES OF WEST HOUSTON TO CELEBRATE ONE-YEAR ANNIVERSARY WITH AN EVENING FROM NAPA VALLEY**

Houston, TEXAS August 28, 2014: In honor of its one-year anniversary, **Autumn Leaves of West Houston**, an innovative free-standing memory care community, is inviting the public to celebrate the occasion with a fun-filled evening of wine tastings and wine-themed activities. The community's culinary team will hand-select California wines to perfectly pair with delicious food prepared for guests to enjoy. Guests and residents will participate in several activities throughout the community, including blindfolded wine tastings and decorating wine-themed items to take home as keepsakes. The event will also include live music. Joseph Jasmon, Chief Operating Officer of The LaSalle Group, will make a short speech during the festivities. The LaSalle Group, parent company of Autumn Leaves, owns and operates 36 memory care communities across the country. This Napa Valley themed event will take place on **Thursday, September 4th, from 4:00 – 7:00 p.m.**

"Over the past year, we have impacted the lives of many local families, and we are honored to be a part of the West Houston community," said Taryn Jasmon, Executive Director of Autumn Leaves of West Houston. "This event is a way to thank the local community for welcoming us not only to their neighborhood, but into their families' lives. It's also a way for us to celebrate the joy we see our residents and their families experiencing every day."

Event attendees will have the opportunity to tour the beautiful, 26,000 square foot community that was designed based on the latest Alzheimer's research to create a safe, engaging, and relaxing environment for residents living with Alzheimer's, dementia, and memory impairment. Guests who complete a community tour can also enter a drawing for a gift card to The Wine of the Month Club valued at \$250.

"We are here to help seniors, caregivers, and families in any way we can." said Jasmon. "This event is a wonderful opportunity for the public to see the community, meet the staff, and learn about the Autumn Leaves difference."

Autumn Leaves of West Houston has 45 staff members, and the community provides specialized care to nearly 50 residents. The community also 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.

The one-year anniversary event is free and open to the public. Members of the public are asked to RSVP by contacting Tiffany McKnight at 832-554-2800.

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](mailto:ajones@fortegroupinc.com), or Mady Edgar via phone at 214-890-7912 ext. 43 or email at [medgar@fortegroupinc.com](mailto: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](http://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](http://LaSalleGroup.com) or call Kristin Dupont, Director of Marketing, at 800-452-7255.