

PRESS RELEASE

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FOR IMMEDIATE RELEASE

EDWARD ESGUERRA OF AUTUMN LEAVES OF CY-FAIR ELECTED FINALIST IN ALFA 2015 HERO OF THE YEAR AWARD

Irving, Texas, February 24, 2014: Edward Esguerra, Life Engagement Manager at Autumn Leaves of Cy-Fair in Houston, has been chosen a Finalist in the Assisted Living Federation of America's (ALFA) 2015 Hero of the Year Award. ALFA is the largest national association exclusively dedicated to senior living communities and the seniors and families they serve. Each year, the ALFA Hero Awards recognize individuals who are ideal representatives of the hundreds of thousands of people serving in senior living communities. Five winners will be selected from the pool of 15 finalists and will be announced at the ALFA 2015 Conference and Expo in Tampa, Fla., May 4-7.

As Life Engagement Manager, Edward leads daily activities for residents at Autumn Leaves of Cy-Fair – and so much more. He discovered his calling through volunteer work, performing on the saxophone, piano, and harmonica at senior communities with his church's music group.

"Edward's enthusiasm for his work and his passion for serving our residents are inspiring and infectious for me and for our entire team," said Amber Turner, Executive Director of Autumn Leaves of Cy-Fair.

Turner added that Edward makes a point to spend time one-on-one each day with each resident who cannot participate in group activities. She also cited a long list of ways Edward tailored activities to the specific interests and needs of residents. He co-organized events with nearby senior communities as a way of exchanging ideas with his professional counterparts while giving residents a chance to socialize with new people.

Recently, Edward initiated the G.O.L.D. Home Project (Growing Older, Loving Deeper), in which he invited staff, family members, and others to write words of encouragement and cheer on cards to display throughout the Autumn Leaves community for the residents to see.

"My hope is that residents can find them and read them and have a 'magical moment' where each feels loved and valued," he said.

The public is invited to vote for Edward Esguerra by visiting alfa.org/herovote between January 28 and February 6. The ALFA Hero Awards are presented to senior living professionals "who through their extraordinarily unflagging commitment to the core values of senior living – choice, independence, dignity and quality of life – are creating a bright future for senior living in America," according to ALFA's website.

“Edward lives out all of these values in his job every day,” said Joe Jasmon, Chief Operating Officer of The LaSalle Group, which owns and operates 42 Autumn Leaves communities in four states. “We are proud to call him a member of our team.”

To set up an interview with Edward Esguerra or for more information, call Kristin Dupont at 214-845-4428 or kdupont@lasallegroup.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 42 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.