



FOR IMMEDIATE RELEASE

Coming to Greenville: The Latest in Memory Care Assisted Living

Autumn Leaves of Greenville to Host Grand Opening Event on March 16, 2017

IRVING (Texas) – March 15, 2017 – Autumn Leaves®, a national leader in senior assisted living, will celebrate the opening of its first South Carolina memory care assisted living community tomorrow. Autumn Leaves of Greenville, located at 352 Pelham Road, will care exclusively for people with Alzheimer’s and other forms of dementia.

The community is currently accepting reservations, and will host a **grand opening event and ribbon-cutting on Thursday, March 16, 2017, from 4 to 7 p.m.**

The event is free and open to the public. Guests will enjoy a first glimpse at the latest in memory care building design and programming, while enjoying perfectly chilled champagne, a lavish board of heavy hors d’oeuvres, and chef-prepared desserts. Free valet parking is available. RSVPs are appreciated: 888-662-8886 or RSVP.Greenville@AutumnLeaves.com.

The 36,000-square-foot Autumn Leaves of Greenville – winner of the prestigious 2016 Argentum Senior Living Design Award – offers many amenities. The building’s seamless figure 8 design provides a safe, homelike environment for residents to wander freely, while enjoying self-contained outdoor courtyards, gardening areas, walking paths, and a putting green. Residents’ rooms are equipped with a specialized nurse-call system that adds an extra measure of safety in caring for people with dementia. Care and activity plans are individualized to the resident’s interests, preferences, needs, and wants to promote calm, comfort, and cognition.

Autumn Leaves of Greenville also features a “relaxation room.” The space delivers a soothing multisensory experience that incorporates aromatherapy, virtual stargazing, nature sounds, special lighting, and a plush lounging area with specialized furnishings and accessories. Residents also have access to a spa, where they can enjoy a light chair massage or a walk-in whirlpool bath. The hair salon provides styling and grooming services, including manicures and pedicures.

In keeping with the highest standards for memory care, Autumn Leaves of Greenville is equipped with a private exam/therapy room for visiting physicians and physical rehabilitation specialists. The community has a full-time nursing staff and offers 24/7 access to nursing care. Every staff member is trained in dementia care best practices using tools developed by the Alzheimer’s Association, the National Council of Certified Dementia Practitioners, and other professional organizations. Both Greenville Health System and Bon Secours St. Francis Hospital are nearby.

“It is a great privilege to expand our family’s passion for caring for those with Alzheimer’s disease,” said Mitchell W. Warren, Chairman, CEO and co-owner of Autumn Leaves. He continued, “Autumn Leaves of Greenville will have a tremendous impact on the community, offering a safe, comfortable environment for 54 memory-impaired residents, and rewarding careers for 45 local residents.” Henry Horowitz, managing principal of MedProperties, an investor in the Greenville project and several other Autumn Leaves memory care communities, added, “MedProperties is exceptionally proud to be part of bringing the first Autumn Leaves in South Carolina to Greenville and to partner with one of the top memory care providers in the United States.”



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What: Autumn Leaves of Greenville Grand Opening Event

- Award-winning assisted living exclusively for Alzheimer's and other forms of dementia
- Event is free and open to the public; RSVPs appreciated (see below)
- Ribbon-cutting and tours
- Full board of heavy hors d'oeuvres with desserts, champagne and other beverages

When: Thursday, March 16, 2017
4-7 p.m.

Where: Autumn Leaves of Greenville
352 Pelham Rd.
Greenville, SC 29615

RSVP: RSVP.Greenville@AutumnLeaves.com
OR 888-662-8886

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About Autumn Leaves®

With 50 family-owned- and -operated memory care assisted living communities in nine states, Autumn Leaves is dedicated to serving those living with Alzheimer's and other forms of dementia. Autumn Leaves communities provide exceptional care and research-based programs that allow for safe, secure, and active environments for 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. For more information, visit www.AutumnLeaves.com, email info@AutumnLeaves.com, or call 888-662-8886.

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