



FOR IMMEDIATE RELEASE

**AUTUMN LEAVES LAUNCHES #ThisIsALZ CAMPAIGN
TO PROMOTE AWARENESS OF ALZHEIMER'S DISEASE**

*Informational Campaign Coincides with
National Alzheimer's Awareness and National Family Caregiver Months*

IRVING, Texas (November 6, 2017) – [Autumn Leaves®](#), a nationwide leader in standalone residential memory care, announced last week a new informational initiative to promote awareness of Alzheimer's disease and other forms of dementia.

The month-long #ThisIsALZ campaign coincides with both National Alzheimer's Awareness month and National Family Caregiver month. It is intended to provide education, information, strategies and support for families facing this devastating illness, and clinical and other healthcare professionals who serve these patients and their families.

The centerpiece of the campaign is a dedicated webpage (www.AutumnLeaves.com/ThisIsALZ) that provides links to a growing library of resources – blog articles, tip sheets and videos, advice from clinicians and other experts, as well as family members. These resources will be updated each week in the month of November across the company's social media platforms and identified with the hashtag #ThisIsALZ.

One of the key resources on the webpage is the "Alzheimer's and Dementia Checklist," a downloadable tool that helps family members identify symptoms – including frequency and severity – that may indicate the presence of Alzheimer's or another form of the disease.

"Alzheimer's disease is now the sixth leading cause of death in the U.S.," said John Barbee, President of Autumn Leaves. "As a pioneer in the area of memory care, we are committed not only to exceptional care of those living with Alzheimer's, but also raising awareness about its prevalence, and supporting families facing this devastating illness with information and education. Our 'ThisIsALZ' campaign is one way to help make a difference."

About Autumn Leaves®

With 40+ 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, active, and purposeful living environments for residents. An acknowledged leader in memory care, Autumn Leaves combines clinical expertise, dementia knowledge, heartfelt compassion, and award-winning design and life engagement programs to create the best possible care environment. For information, visit www.AutumnLeaves.com, email info@AutumnLeaves.com, or call 888-662-8886.

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