



FOR IMMEDIATE RELEASE

**AUTUMN LEAVES® OPENS FIRST WISCONSIN COMMUNITY
FULFILLING CRITICAL NEED FOR EXPERT MEMORY CARE**
Standalone Memory Care Arrives in Franklin, Wisconsin

IRVING, Texas (Feb. 26, 2018) – Autumn Leaves®, a nationwide leader in residential memory care, today announced state assisted living licensing of its first Wisconsin location, Autumn Leaves of Franklin. The community welcomes their first residents early next week and will offer full-time, personalized care for individuals living with Alzheimer’s and other forms of dementia.

“Autumn Leaves has been embraced by the Franklin community and we are honored to fulfill a critical need for expert memory care in the greater Milwaukee area,” said John Barbee, President of Autumn Leaves. We know our award-winning programming and compassionate care will bring peace of mind to local families whose lives have been impacted by dementia.”

The 38,835-square-foot community features 46 residential units with private baths and 54 beds, and is specially designed to replicate the warmth and familiarity of a traditional home. This expertly planned layout has won the industry’s prestigious Argentum Senior Living Design Award based upon multiple lighting, textural, and architectural elements that are specially selected to promote feelings of comfort and calm for those living with dementia.

The entry opens to a richly appointed main living room with fireplace, as would be expected in a traditional residence. The community also encompasses a private dining room for intimate family dinners, game room, garden room, and arts and crafts center, in addition to multiple sitting rooms, and two main dining rooms. A seamless figure-8 design provides an open, home-like environment for residents and allows them to safely traverse the community with access to self-contained outdoor courtyards, gardening areas, fresh air walking paths, and a putting green.

Another highlight of the community is a multisensory “relaxation room” that incorporates aromatherapy, virtual stargazing, nature sounds, and a lounging area to provide comfort and calm. Residents have access to a spa, where they can enjoy light chair massages and a walk-in whirlpool bath, and a hair salon for styling and grooming services, as well as manicures and pedicures.

Embracing the highest industry standards for health and well-being of residents, the facility has a dedicated clinical area that includes a private exam room for visiting physicians, as well as offices for clinical staff. 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.

-- continued on next page --



**AUTUMN LEAVES® MEMORY CARE OPENS
FIRST WISCONSIN COMMUNITY IN FRANKLIN**

February 26, 2018 / Page 2 of 2

About Autumn Leaves®

With nearly 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 dignified, purposeful living in a safe and active environment. 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.

Media Inquiries to:

Laurie Hesser
Director of Marketing & Communications
214-845-4456 or LHesser@AutumnLeaves.com

###