

P R E S S R E L E A S E

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FOR RELEASE: IMMEDIATELY

Grand Opening of State-of-the-Art Memory Care Community in Lenawee County

Tecumseh, Michigan, September 2, 2014

Cambrian Senior Living announced today it has expanded its operations to include licensed services specializing in dementia and Alzheimer's care, in addition to their assisted living services. The newly constructed state-of-the-art memory care community is located at 1415 Short Street, directly behind the company's assisted living operations at 333 N Occidental Hwy in Tecumseh, MI ***and will open for business effective Monday, September 8th, 2014.***

In addition to the dozens of construction jobs the project has brought to the area over the past 14 months, the new business will add about 30 new positions as the resident census grows to full occupancy.

"Cambrian Memory Care will open with about 60% of its 26 apartments occupied within the first month of operations which is a testament to the unmet needs of local families dealing with the challenges of caring for a loved one living with memory loss", said Denise Zebley, co-owner.

The setting is unique and was designed completely for the resident living with memory loss. In addition to addressing safety concerns with a variety of state-of-the-art technology systems in place, the details of the living space range from careful color and pattern selections, to a multitude of elements that cater to enhancing all five senses. Mood lighting, aromatherapy, tactile projects such as gardening or baking fresh cookies or breads, compliment the visually comfortable elegance of the setting. Chef Jon Norris

will lead the dining services program. Menu selections will range from simple to gourmet at times, and all of it prepared with a focus on the resident living with dementia issues. The activity programming will be robust and will offer a variety of small group activities. The building provides numerous spaces which can be adapted for use as needed. The interior hallways and outdoor walkways are designed with a continuous flow which allows residents to be on the go for as long as they wish.

A public grand opening event will be held at the new location at 1415 Short Street in Tecumseh, MI on Sunday, September 7th, 2014 from 1pm-4pm with a ribbon cutting ceremony to take place at 2pm.

Various state and local community leaders are expected to attend with a special presentation to be made by Linda Lawther, President of Michigan Center for Assisted Living based in Lansing, MI.

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