

**FOR IMMEDIATE RELEASE:**

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**Bickford Senior Living Assumes Operations of three Dynamic Assisted Living and Memory Care Branches within the Atlanta Metropolitan Area**

OLATHE, KS. June 11, 2012 – Bickford Senior Living is pleased to announce that it has assumed operations of Dogwood Forest Buckhead Assisted Living and Memory Care (Atlanta, Georgia), Dogwood Forest Marietta Assisted Living and Memory Care (Marietta, Georgia) and Dogwood Forest Alpharetta – North Point Assisted Living and Memory Care (Alpharetta, Georgia). Bickford Senior Living has begun the transition process of aligning these three new communities to their portfolio of 45 existing premier Independent Living, Assisted Living and Memory Care branches in seven Midwestern states.

Dogwood Forest Buckhead Assisted Living and Memory Care, Dogwood Forest Marietta Assisted Living and Memory Care and Dogwood Forest Alpharetta – North Point Assisted Living and Memory Care are just miles from the heart of the Atlanta. Combined, these three new branches include a total of 198 apartments and provide similar services to Bickford’s existing portfolio.

“We’re extremely pleased to add these three new dynamic communities to the Bickford Family. Being able to establish a footprint in the Southeastern part of the country has been a goal of ours and we look forward to future growth within the Atlanta area.” Said Tracie Kolody, Divisional Director of Operations for Bickford Senior Living.

“We saw this opportunity as something that not only will enhance our portfolio, but we’ll be able to expand upon what we do best as an organization. Bickford Senior Living understands the needs of families all across the Midwest and we’ve been able to develop unique branches with unique services that have enhanced the lives of thousands.” Kolody went on to say that, “as part of adding these communities to our family, we’re excited to announce that we’ll be updating and renovating all three branches, which will include Bickford’s signature elements. In addition, Bickford will rename the branches to “Bickford of Buckhead”, “Bickford of Marietta” and “Bickford of Alpharetta”.

Joe Eby, President of Bickford Senior Living added “We’re excited to bring Bickford to the Atlanta area. We built our first branch in Olathe, Kansas nearly 20 years ago, for our grandmother, Mary Bickford. She suffered with Alzheimer’s and my parents could not find a place the family felt comfortable with – so our family built a place that was. As a result, we’re proud to have been one of the pioneers of assisted

living and memory care communities in the state of Kansas.” Eby referenced that “We’re a different type of organization. We work hard to enrich the happiness in the lives of everyone we are privileged to serve. The Bickford approach to senior living is perfectly summed up by our foundational belief; “Created to care for our family, devoted to serving yours.””

About Bickford Senior Living:

Bickford Senior Living manages and operates over 45 Independent Living, Assisted Living, and Memory Care branches in Kansas, Iowa, Illinois, Indiana, Missouri, Nebraska and Michigan, with headquarters located in Olathe, KS. The company was created when owners, Don & Judie Eby, were unable to find a quality assisted living residence for their mother, Mary Bickford who was diagnosed with Alzheimer’s disease.

For more information about Bickford Senior Living visit [www.enrichinghappiness.com](http://www.enrichinghappiness.com)

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