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FOR IMMEDIATE RELEASE**Bickford of Alpharetta Named "Caring Star of 2015" for Service Excellence in Assisted Living & Memory Care**

Positive Feedback in Online Reviews Puts Bickford of Alpharetta Among Best Communities in Nation

Alpharetta, GA, January 22, 2015 — Bickford of Alpharetta has been selected as a "Caring Star" of 2015, as part of an annual nationwide program honoring service excellence based on consumer ratings and reviews posted on Caring.com, the leading senior care website. In reviews from families, seniors, and others concerned about assisted living and Alzheimer's care, Bickford of Alpharetta captured a 5-star consumer rating (the highest possible score), while also meeting other qualifying criteria for the honor.

"We appreciate that we've received such positive feedback from families about the services we offer, and we thank Caring.com for recognizing our community as a Caring Star," said Paula Haynes, Community Relations Director at Bickford of Alpharetta. "We strive daily to deliver high-quality care for our residents, and this award helps validate our delivery on that promise."

Families across the country are increasingly seeking insights provided by online reviews to help guide important senior care decisions for aging or ailing loved ones. In multiple research studies conducted by Caring.com, the majority of family caregivers have indicated that they used the Internet and consumer reviews when researching senior living communities, and two-thirds took to the Web after noticing signs of memory loss in a loved one. The Caring Stars award helps them narrow senior living options for their loved ones to the communities most-acclaimed by families like theirs.

Of the 31,000 assisted living communities nationwide, only 805 earned the Caring Stars award this year. This award is now in its fourth year, and this is the first year in which Bickford of Alpharetta has earned this recognition.

"Congratulations to Bickford of Alpharetta for achieving this award after earning high praise from residents and their families," said Caring.com CEO Andy Cohen. "This important milestone speaks volumes about the positive difference Bickford of Alpharetta is making in serving older adults, and we join with the local community in celebrating their accomplishment."

Bickford of Alpharetta is located at 4125 North Point Pkwy. Alpharetta, GA 30022 and can be found and reviewed on Caring.com at <https://www.caring.com/local/assisted-living-facilities-in-alpharetta-georgia/bickford-of-alpharetta>

About Bickford Senior Living

Bickford Senior Living manages and operates over 45 Independent Living, Assisted Living, and Memory Care branches in Georgia, Kansas, Iowa, Illinois, Indiana, Missouri, Nebraska, Ohio 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.

About Caring.com

With more than two million visitors per month, Caring.com is a leading senior care resource for family caregivers seeking information and support as they care for aging parents, spouses, and other loved ones. A Bankrate company headquartered in San Mateo, CA, Caring.com provides helpful caregiving content, online support groups, and a comprehensive Senior Care Directory for the United States, with more than 70,000 consumer ratings and reviews and a toll-free senior living referral line at (800) 325-8591. Connect with Caring.com on Facebook, Twitter, Google+, Pinterest, LinkedIn, and/or YouTube.