

For Immediate Release:

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Bickford of Bloomington Mary B's Grand Opening

Bloomington, IL. October 12, 2016 - Bickford Senior Living is pleased to announce that it has completed construction on a 16 apartment memory care expansion, called Mary B's, to Bickford of Bloomington's current independent and assisted living community.

A grand opening event is scheduled for November 10 from 4:00 to 7:00 pm at Bickford of Bloomington at 14 Heartland Drive in Bloomington, Illinois. Refreshments and hors d'oeuvres will be served at 4:00 pm, a ribbon cutting will follow at 4:30 pm and tours of the new memory care community and remodeled independent and assisted living branch will be given from 5:00 to 7:00 pm. Attendees can enter to win a fall themed gift basket worth \$100 and enjoy music by the Developing Melodies. An RSVP is requested by November 1 to 309-661-0094 or brandy.espeland@enrichinghappiness.com.

Mary B's communities are infused with an atmosphere that feels like home while intentionally providing the flexible structure needed to enhance behavior, personal choices and social participation, enriching the resident's overall sense of well-being. It is the intent, through life skills stations and daily activities and events, to keep residents engaged in every skill set—physical, mental and social—as long as they are capable. By knowing each individual's life story, Bickford caregivers are better suited to assist residents in reconnecting with themselves, their loved ones and life itself. Residents of May B's can enjoy their own salon, living room with fireplace, restaurant-style dining, whirlpool spa and secure courtyard.

Owners Don and Judie Eby affectionately chose "Mary B's" after their mother Mary Bickford was diagnosed with Alzheimer's disease. At the time of her diagnosis, her family knew very little about the disease and even less about how to help her. The Ebys made it their mission to learn as much as they could about dementia and Alzheimer's disease so that they could help Mary reconnect with her life. They continued to expand in their knowledge and care even after her life was over and created this memory care community in honor of a woman whose life was unforgettable in every way.

Judie Eby, daughter of Mary Bickford said, "We wish that Mary B's had been around during my mother's life. Our family fervently believes a community like this dramatically improves the quality of life for those who live with dementia and Alzheimer's disease. We want to experience life with our residents, joining them along their journey."

About Bickford Senior Living:

Bickford Senior Living manages and operates 50 Independent Living, Assisted Living and Memory Care branches in Kansas, Iowa, Illinois, Indiana, Missouri, Nebraska, Michigan, Ohio, and Virginia with headquarters located in Olathe, KS. The company was created when owners, Don and 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