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**BICKFORD OF CARMEL ASSISTED LIVING AND MEMORY CARE GRAND OPENING CELEBRATION**

CARMEL, IN. October 21, 2014 - Bickford of Carmel, the region's newest Assisted Living and Memory Care provider, has completed construction of their Branch at 5829 East 116<sup>th</sup> Street and will open to accept new residents on Monday, October 27, 2014.

The community is invited to a three-day celebration and open house to highlight the many unique features of Bickford of Carmel and to recognize and thank all who have contributed to their success. The Carmel Branch will be open for tours and walk-throughs on Friday, October 24 from 9AM to 6PM, Saturday, October 25 from 9AM to 5PM and Sunday 10AM to 6PM. Extra Bickford Family Members will be on hand for individualized service.

Additionally, on Saturday from 10 AM to 12 PM representatives from Bickford of Carmel will educate the community about their unique Mary B's Symphony dementia programming used to enhance the dignity and quality of life of those with dementia living at Bickford. On Sunday, the Branch will host a Senior Grand Buffet from 11:30AM to 1PM. Public members over 60 years of age are invited to join us. Interested parties need to RSVP to 317-813-3232 by October 24 as space for this event is limited.

Branch Director, Jeremy Gerrish states, "The three days of events will provide educational, informational, and celebratory activities to show Carmel and the surrounding areas how much we bring to the community, and to thank them for the overwhelming outpouring of enthusiasm and interest they have shown throughout our construction process."

"Our first depositor signed up with us back when we were still just lumber and dirt, and many others have joined us over the months we've been working out of our sales trailer. Now that our Branch is complete, we want to thank all of them for their patience and trust in us, and to invite others to join them at Bickford."

A few apartments remain and tours may be scheduled by calling 317-813-3232. For more information go to [www.enrichinghappiness.com/carmel](http://www.enrichinghappiness.com/carmel).

**ABOUT BICKFORD OF CARMEL:** Bickford of Carmel is the region's newest comprehensive Assisted Living and Memory Care Branch. The Branch features fifty-eight private apartments, family areas, courtyard, maintenance-free living, laundry services, call and security system, whirlpool spa, and transportation services all designed to be an extension of our residents' home. Their philosophy of care centers around each resident's uniqueness and helps residents sustain the highest level of individuality possible through a Registered Nurse providing care coordination, certified caregivers providing personalized care, individualized service assessments and plans, and medication management. Mary B's Neighborhood, a special part of the Branch reserved for those with dementia, provides a safe and

dignified environment. Bickford's dementia programming called Mary B's Symphony helps caregivers better interact with residents with dementia and lead specialized activities to engage these residents.

**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 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.