

FOR IMMEDIATE RELEASE:

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Tree Planting Ceremony at New Bickford Branch in Crown Point, Indiana

OLATHE, KS. Sept 10, 2012 - Bickford Senior Living is excited to be a part of the Crown Point community with our newest branch, Bickford Assisted Living & Memory Care of Crown Point opening Summer 2013!

We invite you to join us for our Tree Planting Ceremony with the planting of a tree in the heart of the courtyard. The Tree Planting Ceremony symbolizes a new life in the construction of the branch and the continuation of our Bickford family as well as an ongoing opportunity to enrich the happiness in the lives of residents.

The event will take place on Thursday, November 1, 2012 from 11am-1pm on the site. Mayor David Uran and Sue Reed, President and CEO of the Crossroads Regional Chamber of Commerce will be presenting. Free lunch will be provided along with an opportunity to participate in a raffle drawing. Please RSVP to Carrie at 815-409-9460 or carrie.tatroe@enrichinghappiness.com.

Bickford Senior Living is pleased to announce that it has taken ownership of land and begun building in Crown Point, IN. Bickford Senior Living has begun the transition process of aligning this new community to its portfolio of 45 existing premier Independent Living, Assisted Living and Memory Care branches in seven Midwestern states and Georgia.

Bickford Assisted Living and Memory Care of Crown Point is just miles 40 miles from the heart of the Chicago. This new branch will include a total of 58 apartments and provide similar services to Bickford's existing portfolio.

"We're extremely pleased to add this new community to the Bickford Family. Being able to establish a footprint in Indiana has been a goal of ours and we look forward to future growth within the state" said Carrie Tatroe, Opening Specialist 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" Tatroe added.

Andy Eby, President of Bickford Senior Living added "We're excited to bring Bickford to the Crown Point 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 ours. 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

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