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BICKFORD SENIOR LIVING ASSUMES OPERATIONS OF AN ASSISTED LIVING AND MEMORY CARE BRANCH IN LANSING, MICHIGAN

LANSING, MI. June 1, 2017 - Bickford Senior Living is pleased to announce that it has assumed operations of Ingham Regional Assisted Living in Lansing, MI. Bickford Senior Living has begun the transition process of aligning this new community to their portfolio of 55 existing premier Independent Living, Assisted Living and Memory Care branches in nine states. Ingham Regional Assisted Living is just miles from our existing branch, Bickford of Okemos in Lansing, MI. This new branch includes a total of 72 apartments and provides similar services to Bickford's existing portfolio.

"We're extremely pleased to add this new dynamic community to the Bickford Family. Being able to re-establish a footprint in the Lansing area has been a goal of ours and we look forward to future growth," said Jennifer Hescott, Divisional Director of Operations in Michigan for Bickford Senior Living.

"We saw this opportunity as something that not only will enhance our portfolio, but will allow us 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." Hescott went on to say that, "by adding this community to our family, we're excited to announce that we'll be updating and renovating the branch, which will include Bickford's signature elements. In addition, Bickford will rename the branch to Bickford of West Lansing."

Joe Eby, President of Bickford Senior Living added "We're excited to continue to grow in the Lansing, MI area. We built our first branch in Olathe, Kansas nearly 20 years ago for our grandmother, Mary Bickford. She suffered from 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 55 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