

General Release

For Immediate Release

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CRL'S BELLA VISTA TO HOST A LIFE LINE SCREENING PREVENTIVE HEALTH EVENT

Bella Vista, a CRL Senior Living independent and assisted living community, is pleased to host the life-saving services of Life Line Screening, the nation's largest provider of community-based preventive screenings, in order to help local residents identify their risk of stroke, vascular disease and osteoporosis before the catastrophic effects of these conditions can occur. The event is open to local residents and will be held June 17 at 631 Hazel Street, Oshkosh WI.

"Offering these preventive services can help save the lives of the members of our community," said Deb Winterhack, executive director. "Many people are not even aware that these offerings are available to them and yet, these screenings are simple, painless and affordable."

The conditions for which Life Line Screening screens are considered "silent killers" because they often strike without warning. Symptoms are rarely present and if they are, they are generally subtle, almost unnoticeable. In fact, four out of five people who have had a stroke showed no apparent warning signs prior to their attack. A simple screening may prevent death or disability.

Provided screenings will include:

- Carotid Artery Screening – painless, non-invasive Doppler ultrasound is used to visualize the carotid arteries, the arteries that bring blood to the brain. The majority of strokes are caused by plaque build up in these arteries.
- Abdominal Aortic Aneurysm Screening –Ultrasound is used to visualize the abdominal aorta, the largest artery in the body, to measure the diameter of the aorta. This measurement can indicate if there is a weakening in the aortic wall which can cause a ballooning effect known as an aneurysm. Aneurysms can burst, which generally is fatal.
- Peripheral Arterial Disease Screening – PAD is also known as "hardening of the arteries." Sufferers have a 4-6 fold increased risk of cardiovascular disease. Risk is evaluated through a measurement called the "Ankle-Brachial Index," which is obtained by reading the systolic pressure in the ankle and arm.
- Osteoporosis Screening – Ultrasound is used to estimate the bone density of the heel. This can indicate if there is a reduction in bone density, which may indicate the presence of osteoporosis. The heel is used because it is similar in composition to the hip, where disabling fractures often occur.

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- Atrial Fibrillation is an irregular heart beat (arrhythmia) that affects the atria - the upper chambers of the heart - and is the most common form of sustained arrhythmia. 2.5 million Americans have been diagnosed with atrial fibrillation and for those over age 40, there is a 1 in 4 chance of developing the condition.

To pre-register for a screening contact Life Line Screening at www.lifelinescreening.com or call 1-888-653-6441 to make an appointment.

About CRL Senior Living Communities

At CRL Senior Living Communities, it is the company's mission to provide new standards of therapeutic excellence in senior living by providing the best in healthcare through consistently blending nutrition, spiritual, mental and physical stimulation in an environment rich with safety, comfort, activities and a nurturing atmosphere.

With offices in Neenah, Wis., and Chicago, Ill., CRL Senior Living Communities specializes in operating and managing state-of-the-art senior care residences that deliver the highest standard of care in specially designed therapeutic environments. The company meets the needs of seniors with independent living, assisted living and Alzheimer's/memory care communities. CRL currently owns and operates 14 communities in Wisconsin including Neenah, Oshkosh, Sheboygan, Sheboygan Falls, Menomonee Falls, Kenosha, Greenfield, Green Bay, DeForest; and 2 in McHenry, Ill.

About Life Line Screening

Life Line Screening was established in 1993, and has since become the nation's leading provider of community-based vascular screenings. Ultrasound teams are on staff across the nation to bring preventive screenings to convenient locations in local communities for area residents. These non-invasive, inexpensive and painless, ultrasound tests help people identify their risk for stroke, vascular diseases or osteoporosis early enough for their physician to begin preventive procedures.

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