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press release

– CRL Senior Living Communities Lends Support to Alzheimer’s Association Memory Walk –

Neenah, Wis. (May 12, 2010) — [CRL Senior Living Communities](http://www.crlcares.com), which operates several independent living, assisted living and Alzheimer’s/memory care residences in the Midwest, proudly announces its support of the Alzheimer’s Association 2010 Memory Walk.

CRL staff members will join with residents and their families to participate in five Memory Walk events in Wisconsin and one in Illinois. These walks will take place on the following dates:

- McHenry, Ill. – Sept. 12
- Appleton, Wis. – Sept. 18
- Sheboygan, Wis. – Sept. 25
- Waukesha, Wis. – Oct. 1
- Kenosha, Wis. – Oct. 2
- Milwaukee, Wis. – Oct. 2

CRL is also serving as a sponsor for the six events in which it will participate, thus helping the Illinois and Wisconsin chapters of the Alzheimer’s Association carry out their mission of providing consultation, referrals and support programs to families affected by the disease.

“As an organization that helps residents and their families manage Alzheimer’s on a daily basis, we’re proud to support the 2010 Memory Walk,” said CRL Regional Director of Life Enrichment, Sandra Weldon. “Through scientific research and community outreach, the Alzheimer’s Association plays a crucial role in battling this all-too-common disease.”

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CRL operates nine communities that specialize in Alzheimer's and memory care, each of which places a special emphasis on the emotional, safety and nutritional issues that accompany memory loss. CRL staff members also work with family members to help them better care for loved ones with impaired memory.

About CRL Senior Living Communities

At CRL Senior Living Communities (www.crlcares.com), 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 residences in Neenah, Oshkosh, Sheboygan, Sheboygan Falls, Menomonee Falls, Kenosha, Greenfield, Green Bay, DeForest – and two in McHenry, Ill.

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