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press release

– CRL Senior Living Communities to Build New Memory Care and Assisted Living Residence in Morton Grove – *112-bed community projected to open in fall 2011*

Morton Grove, Ill. (August 31, 2010) — [CRL Senior Living Communities](http://www.crlcares.com) will break ground on a new Alzheimer's/memory care and assisted living residence in Morton Grove on Sept. 14, the organization announced today. North Grove Manor, located at 5520 Lincoln Ave., will offer 84 large private and semi-private suites with a total of 112 beds.

“We’re excited to be able to provide the near north suburbs with a quality alternative for their memory care and assisted living needs,” CRL president Ari Weinberger said. “We look forward to providing area seniors an environment in which they can thrive, not just survive.”

Scheduled to open next fall, the \$20 million facility will offer a host of amenities designed to improve the wellbeing of residents, including private bathrooms with walk-in showers, activity stations, outdoor walking paths and sensory gardens.

The floor designated for memory care will feature access to an enclosed outdoor courtyard and tall, circular hallways that enable residents to safely explore their surroundings. Staff members will be specially trained in managing the psychological and safety needs of Alzheimer’s patients and other residents with dementia.

“As an organization, we have a long record of helping seniors – including those suffering from memory loss – lead fuller, more meaningful lives,” Weinberger added. “The wellbeing and dignity of each individual is at the heart of everything we do, from our social activities to our nutritional programs.”

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CRL's philosophy of care is based on six stimulation pillars that focus on the social, mental, physical, spiritual and nutritional needs of residents. The organization emphasizes frequent activities and opportunities for social interaction, as well as a diet based on all-natural foods. In addition, each of its communities offers technology and social media tools – including Skype, Facebook, Twitter and Nintendo Wii – to engage residents and enhance communication with loved ones.

Morton Grove Mayor Daniel Staackmann, Morton Grove Chamber of Commerce and Industry Executive Director Kathy Hancock and all six village trustees will join Weinberger and other CRL representatives for a special groundbreaking ceremony at 11 a.m. on Sept. 14. The event is open to members of the media, and Weinberger will be available for interviews.

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, Waukesha, Kenosha, Greenfield, Green Bay, De Forest – and two in McHenry, Ill.

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