



**RESIDENTIAL COMMUNITY EXCLUSIVELY BUILT
FOR MEMORY LOSS CARE TO OPEN IN CARLSBAD**

ActivCare® at Bressi Ranch Serves Individuals with Alzheimer's and Related Dementia

CARLSBAD, Calif. – Nov. 1, 2011 – Secure courtyards safe for exploring, themed rooms and corridors to assist with way finding, and a specialized activity program are some of the life-enhancing components found at the ActivCare® at Bressi Ranch residential memory loss care community opening November 8, 2011.

“This is the next generation of memory care communities. Every part of this building is purposefully built for individuals experiencing memory loss,” said W. Major Chance, founder and chief executive officer of Health Care Group, which owns ActivCare. “ActivCare at Bressi Ranch will do more than just meet the needs of those with memory loss; it will also offer a new life to affected individuals, giving them purpose and enhancing self-esteem, and providing peace of mind for their families.”

Chance adds that more than 20 rooms have already been reserved. ActivCare at Bressi Ranch offers accommodations for up to 80 individuals.

From mild cognitive impairment (MCI) to late stages of memory loss resulting from Alzheimer's disease or related dementia, ActivCare at Bressi Ranch's specialized living community serves the changing needs of those afflicted by offering a continuum of living options. The community also provides a host of services, including:

- A thorough initial wellness assessment performed by ActivCare's Geriatric Nurse Practitioner
- Live-in options for spouses who wish to stay with a loved one with MCI
- A licensed nurse on site 24 hours a day (a rarity in care facilities)
- Assistance with bathing, dressing and grooming
- Medication assistance

- Three nutritious meals daily
- Escorting to and from meals and activities
- Housekeeping and laundry services
- Registered nurse case management throughout the resident's stay
- Special services and activities such as walks to a near-by park, a sports green in the courtyard, and special social events that involve family and friends.

According to Chance, as the baby boomer generation reaches 75 years and older, there will be a tremendous increase in the number of individuals who experience the different stages of memory loss. Research also suggests nearly one of every two people over the age of 85 have memory loss, and 1 in 8 over the age of 65, showing a significant demand for this kind of facility.

“There is such an exceptional need for memory care and we are excited to bring ActivCare to the Bressi Ranch community and to San Diegans,” said Chance. “The opening of ActivCare at Bressi Ranch is not only providing our region with new job opportunities, but our experienced staff, compassionate care, and expertise in the field of memory loss care also offers new hope for the families and individuals affected by memory loss.”

A pioneer in memory care, ActivCare is a proven, trademarked program established in 1988 by the Health Care Group to enhance the lives of those with memory loss. The 24-hour program provides personalized care for residents in a safe and secure home-like environment and it consists of structured activities designed to maintain the highest possible functioning level for each resident. To date, ActivCare has served more than 4,000 individuals with memory loss at various senior communities.

In addition to ActivCare at Bressi Ranch, Health Care Group also owns and operates Brittany House in Long Beach, which serves more than 100 residents with memory loss. ActivCare also provides family members with a number of resources, educational forums and support groups to help them better understand and help loved ones.

For more information about ActivCare at Bressi Ranch, which is currently accepting move-in deposits, visit the Community Information Center at 6255 Nygaard Street in Carlsbad or contact 760/603-9999.

About Health Care Group

Health Care Group is a senior housing and health care management company based in San Diego. The company owns ActivCare residential memory care communities, which are designed to enhance the lives of those with memory loss. Whether in the early or late stages of memory loss, ActivCare's propriety programs, experienced staff and compassionate care offer a new life to affected individuals and hope to their families. For more information about ActivCare and its communities, please contact 858/565-4424 or visit www.activcareliving.com.

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