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**THE SENIORS PLACE IS NOW NAMED AMAZING PLACE
& UNVEILS NEW FACILITY TO TRIPLE CAPACITY**

HOUSTON (May 11, 2009) – The Seniors Place, Inc. will now be known as Amazing Place and construction is underway for its new facility scheduled to open Spring 2010. On May 7, at the home of Campaign Chairman and Board of Director, F.B. (Tres) Cochran, III and his wife, Ann, Amazing Place announced its new name and plans for future expansion. Under the fluttering wings of 24 doves, the staff, board of directors and special friends welcomed the coming changes that will provide a secure haven for more people suffering the early effects of memory loss.

Amazing Place, a memory care day center, serves individuals with mild to moderate Alzheimer's (or a related dementia) as well as their families and caregivers. It allows individuals to live at home longer with a better quality of life by providing therapeutic and engaging activities, a wellness program and socialization. It also reduces stress for the caregiver by providing educational programs and a support network. Currently, 120,000 individuals in Southeast Texas and 5,200,000 people nationwide are suffering from Alzheimer's or a related form of dementia. The facility currently serves 45 participants and their families per week; next Spring the new facility will provide services for 135 participants and their families each week.

“As the “baby boom” generation ages, the population of adults facing memory loss is expected to rise creating an increasing need for services in the coming years,” states

Amazing Place executive director, Tracey Brown. “This announcement and celebration demonstrates the commitment Amazing Place is making to meet this need.

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The new facility, under construction at the intersection of Richmond Avenue and Drexel, is designed with a “green roof” and meets the Leadership in Energy and Environmental Design specifications. Highlights of the 13,500 square foot building are a spacious garden, hair salon/barbershop and several recreation and craft rooms. The building will be wi-fi enabled offering computer and internet access for its participants.

According to Tres Cochran, Amazing Place board chairman, “The new facility is one piece of a larger campaign, “Building For Generations.” This \$6.5 million fund-raising effort also includes a \$1 million endowment fund to supplement operating income to reduce the cost of care for all participants and a \$450,000 scholarship fund to enable Amazing Place to continue providing financial assistance to 20 percent of its participants.”

Amazing Place provides a safe, spiritual and nurturing program for older adults with mild to moderate memory loss, and offers respite, education, and support to their families and the community. Serving the greater Houston area for 13 years, this model program addresses the needs of those in the early stages of memory loss.

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