

For Immediate Release.

## **RENAISSANCE MARQUIS RETIREMENT VILLAGE ANNOUNCES OPENING OF NEW STATE OF THE ART ALZHEIMER'S ASSISTED LIVING ADDITION IN ROME, GEORGIA – THE HARBOR.**

Renaissance Marquis Retirement Village in Rome, Georgia announced today the opening of The Harbor, a premier Alzheimer's and Memory Care Assisted Living Center. The state of the art Center is located at 3126 Cedartown Highway and is attached to the current assisted and independent living village on the 22 acre campus. The new addition includes 12,700 square feet and includes 24 units devoted to residents with Alzheimer's and other memory disorders.

"We are thrilled to be open now and serving those in the Greatest Generation who happen to suffer from memory loss. The Harbor has been designed to serve in a special and unique way, plus we have a great, caring staff, states Renita Chambers, administrator."

The Harbor is the result of years of planning and development with notable experts and researchers in the field of memory loss. As a result of those efforts, the overall theme, design, colors, furniture, and common areas all reflect a 1950's theme to remind residents of happier times. The apartment suites are configured especially for those with memory loss. Also, a series of "Remembering Rome" pictures are located throughout the Center with drawings of the Rome Clock Tower, West and East Rome High Schools, to name a few.

The colors are bright and cheery with large six foot windows in each apartment. Flooring types, textures and furnishings were chosen based on successful trends in memory care treatment. A large area called the Town Center is the hub of activities and socialization. This includes emotional, educational, physical and spiritual opportunities. The center point of the Center includes the Town Diner, Town Clinic and a Town Theater designed after the Desoto Theater in downtown Rome.

The state of the art technology will play a huge part in the delivery of service, care and life enrichment. Barry Ray, a partner in Renaissance, said "We are very excited about the resident-focused, life enrichment programs and the state of the art technology that will help our residents with memory stimulation and behavior management." One specific technology is SimpleC, an electronic memory stimulation system. Our trained staff works with families to select stories, pictures, interests, and recorded trusted voices that assist in memory stimulation and provide timely reminders for activities of daily living. This technology will be led by trained staff, delivered through a touch screen monitor in each apartment and is the result of years of study and development with top-tiered research institutions, including the Copper Ridge Institute, Emory University, Georgia Tech and Georgia State."

Renaissance has been an integral part of the local senior living community for over 15 years. It offers independent and assisted living services in addition to the newly opened Alzheimer's program. For more information, please contact Renita Chambers at 706-295-0014.     /=/=/=/=