



NEWS RELEASE – FOR IMMEDIATE RELEASE
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Menomonee Falls Community Acquired by Senior Living Leader

(LAKE OSWEGO, Ore. – June 29, 2012) — Holiday Retirement (www.holidaytouch.com), the largest provider of independent retirement living in North America, today announced the acquisition of Alta Mira, a senior apartment community in Menomonee Falls, Wisconsin.

Alta Mira, located at W129 N6889 Northfield Drive, opened in 2005 and features 128 individual apartments designed for seniors. The community also includes underground parking, a wellness center, a salon, a game room, a fitness center, a library and a business center.

Founded in 1971, Holiday Retirement currently owns and operates more than 300 communities throughout the U.S. and Canada, including now three in Wisconsin – The Jefferson, located at 9401 Old Sauk Rd. in Middleton, and Oakwood Hills, located at 4316 Oakwood Hills Parkway in Eau Claire.

Operating under the Holiday Retirement model, Alta Mira will eventually provide residents with three chef-prepared meals served daily from scratch, two sets of live-in managers available 24/7, complimentary transportation, housekeeping, and a robust schedule of daily activities and events. All services, amenities and most utilities are combined in one all-inclusive month-to-month rent with no buy-in fees required.

Through an exclusive travel program, residents are also welcome to stay free of charge in fully-furnished guest suites at nearly all other Holiday Retirement communities across North America.

“Menomonee Falls is an ideal location for seniors to enjoy a relaxing, yet enriching, retirement,” said Yovan Luyt, Regional Director for Holiday Retirement. “We are thankful for the opportunity to now share our one-of-a-kind lifestyle with seniors and families in this wonderful area.”

Independent retirement living is designed for seniors who seek a maintenance-free, enriching and secure lifestyle but do not require around-the-clock assistance or skilled nursing. Outside home health care options are available.

To learn more about Alta Mira, call 262-253-0770 or visit www.alta-mira.net.

ABOUT HOLIDAY RETIREMENT

Based in Lake Oswego, Ore., Holiday Retirement founded the concept of independent senior retirement living in 1971 and is the largest provider in North America today with more than 300 communities throughout the U.S. and Canada. Holiday Retirement is in the business of providing security, comfort, and value to independent seniors seeking a fulfilling lifestyle in a welcoming environment. For more information about Holiday Retirement, please call 262-253-0770 or visit www.holidaytouch.com.

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