



A Letter From Brookdale's CEO Andy Smith

Hello:

Across America, more than fifteen million family caregivers are taking care of loved ones with Alzheimer's in their homes. Think of it this way: if all of these devoted people lived in one state, it would be the nation's fifth-largest, smaller than Florida but larger than Illinois. With so many people affected in one way or another, Brookdale is living up to its mission statement of enriching the lives of those we serve by reaching out with information, guidance, and solutions that are tailored to individual needs.

Brookdale is made up of people serving people. We believe passionately that those with Alzheimer's should receive the best possible care and lead fulfilling lives regardless of where they are in the disease process. As the nation's largest dementia care provider, we admire the devotion and dedication of family caregivers and constantly strive to serve as a supportive resource for them.

This commitment is why during November, National Alzheimer's Disease Awareness Month, we are providing a wide range of expertise and information designed to help family caregivers. If you are caring for a loved one with dementia, or are concerned about this issue, we encourage you to browse through and learn from our [Alzheimer's Resource Center](#). We invite you to participate in the family caregiver webinar, titled "Caring for Your Loved One With Dementia" we will hold on November 7, 2014 at 2 p.m. CDT and to explore the many other memory-care resources on brookdale.com.

Something else that has always been a priority for Brookdale is supporting researchers in their fight against Alzheimer's. We are pleased to report that Brookdale's associates have raised \$1 million in 2014 for the Alzheimer's Association, making us the first million dollar team in the history of the Walk to End Alzheimer's™ program. Since 2008, Brookdale has donated over \$4.3 million through the efforts of thousands of associates and we will continue to be a Platinum National Team for the Walk to End Alzheimer's™. Behind these figures are individuals, from the Brookdale associates who put time and effort into fund-raising events to the businesspeople generously supporting our annual corporate golf tournament.

While we hold special initiatives during National Alzheimer's Disease Awareness Month, we focus on issues related to dementia year-round. In addition to providing 24-hour-a-day, seven-day-a-week care for thousands of people with the disease, we offer family caregiver support and resources on an ongoing basis. We invite you to visit brookdale.com frequently for more webinars and new information pertaining to Alzheimer's. Contact your local Brookdale community to find out about educational events on dementia and other important senior care topics. Please know that we will do all we can to make the world a better place for those living with the disease and for their families.

Sincerely,

T. Andrew Smith
Chief Executive Officer