

Brookdale Senior Living Solutions Newsroom

Brookdale Raises Historic \$2 Million for Alzheimer's Association's Walk to End Alzheimer's®

Company Doubles Previous Totals as the First Diamond Team

BRENTWOOD, Tenn., Feb. 4, 2016 /PRNewswire/ -- As Alzheimer's disease soars, the nation's largest senior living and dementia care provider has again raised a historic amount of money to fight it. Brookdale Senior Living's participation in the Alzheimer's Association's Walk to End Alzheimer's events nationwide generated more than \$2 million in 2015; making it the second year in a row the company raised an unprecedented figure. In 2014, Brookdale became the first corporate team to generate \$1 million in a single calendar year, earning diamond National Team status for the Walk to End Alzheimer's, the world's largest event to generate awareness and funds for Alzheimer's care, support and research.

Brookdale raised the funds through associate, resident and family participation in their local Walk to End Alzheimer's events and from company business partners. With corporate offices in Milwaukee and Nashville, Brookdale remains the Alzheimer's Association's largest supporter in those respective chapters as well as largest fundraiser nationally. Since 2008, Brookdale has contributed more than \$7.3 million to the organization.



"This amazing achievement – raising over two million dollars to fight Alzheimer's in just one year – is a powerful example of the collective strength encompassed in the commitment of Brookdale's 80,000 associates, along with our residents, their families and our business partners," said Andy Smith, the company's chief executive officer. "As the nation's largest provider of Alzheimer's and dementia care, Brookdale has deep knowledge and experience supporting meaningful engagement for those living with Alzheimer's and dementia. But our dedication extends to ongoing innovation and efforts on behalf of our residents. I am so proud of our associates who every year take up the challenge of raising funds for research. It is an honor to be able to provide such a meaningful contribution in this fight."

"The Alzheimer's Association is grateful for the amazing commitment of Brookdale, their employees and the families they work with every day," said Donna McCullough, chief development officer, Alzheimer's Association. "Their passion to change the course of the Alzheimer's cause is demonstrated at Walk to End Alzheimer's where the Brookdale teams are out in mass to support the mission of the Alzheimer's Association. With more than 5 million people living with Alzheimer's and 15 million people serving as caregivers we are in this together to ensure families have the support they need, advance critical research and raise awareness for this devastating disease."

Alzheimer's disease is now the sixth most common cause of death in the United States. To learn more about Brookdale, including its dementia care options, visit brookdale.com.

About Brookdale

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Currently Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,132 communities in 47 states and the ability to serve approximately 110,000 residents. Through its ancillary services programs, the Company also offers a range of outpatient therapy, home health, personalized living and hospice services.

About the Alzheimer's Association®

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. For more information, visit alz.org.

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