

## MEMORY CARE AT THE PARK

### Ground Breaking Event, December 3, 2009

Breaking ground on a new facility is an exciting event as we look forward to new growth. It also provides us an opportunity for reflection on our mission. 150 years ago, Henry David Thoreau, observing the human condition in New England, wrote that the mass of men led lives of quiet desperation. Nearly 50 years ago a young Lutheran minister observed that many senior citizens, particularly those of low to moderate means continued to lead lives of desperation; unable to find affordable housing that provided the unique needs of the chronologically gifted. He set out to do what he could to relieve the problem and out of his vision was born Gloria Dei Towers. Over the last 40 years, Ernie Schmidt, with his good friend Frank Johnson, as well as the love and support of family, friends, and no small measure of God's good grace, went on to establish 4 additional senior independent communities and Luther Park, assisted living, on whose ground we now stand. These are Communities with residents now living in peace and enjoying the benefits of a robust range of amenities.

We gather here today to commemorate the start of construction for "Memory Care at the Park". This 21 unit, secure facility, attached to Luther Park, will offer state of the art care to our most vulnerable population, senior citizens suffering from moderate to severe dementia and Alzheimer's disease.

Every 70 seconds in the United States, someone develops Alzheimer's. Over 5.3 million are diagnosed living with Alzheimer's disease and, when we include dementia, the number rises to 35 million. The disease is expected to double every 20 years. Although medications exist that reduce symptoms, there is at this time no cure. Gloria Dei dedicates its mission to the needs of seniors and clearly this new facility will enable us to further that mission.

We are acutely aware that there are families in the surrounding counties, leading lives of quiet desperation as they care for loved ones at home, suffering the debilitating effects of this devastating disease. This new facility, "Memory Care at the Park" will provide an opportunity for families to experience the company of their loved ones in an environment that provides dignity, quality of life, safety, security and love: what we commonly refer to simply as "the Gloria Dei Way".

Vince Dattilo, Chief Executive Officer