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Hollenbeck Palms Announces Opening of *Magnolia Court*, Greater Los Angeles' State-of-the-Art Retirement Complex

October 27, 2008, Los Angeles, CA: Hollenbeck Palms has opened the doors of its new retirement complex *Magnolia Court*, serving the Greater Los Angeles area and beyond, announced William G. Heideman, President and CEO, Hollenbeck Palms. "This 32-unit, state-of-the-art building for adults 65+ is the most current addition to Hollenbeck's 119-year historic 8-acre campus and continues to keep our community at the forefront of retirement living with innovative architecture, interior design and functionality that today's older adults desire and that the upcoming wave of boomers will be looking for," noted Mr. Heideman.

The new apartments are designed for independent older adults with active lifestyles and offer full kitchens, washer/dryers, multiple bedrooms and baths, all with patios or balconies. "Magnolia Court offers older adults beautiful new, spacious apartments to lighten the load of caring for a home, in a secure, gated community," said Mr. Heideman. "Typically our new resident members will be enjoying a very active lifestyle, traveling, and to support that lifestyle Magnolia Court also includes dining options with two meals a day, available in our formal Grand Dining Room or in Magnolia Courts' Skyline Bistro for casual dining. Without as many chores, shopping, cooking and cleaning, these folks will have more time to enjoy the things they may have not had time for before."

Hollenbeck Palms also provides all of its resident members with amenities such as: a full gym, daily exercise programs, special events with free transportation throughout Greater Los Angeles, and many other activities scheduled seven days a week. Wellness clinics and medical services are also available on the Hollenbeck campus which is affiliated with USC University Hospital, White Memorial, Good Samaritan, and Verdugo Hills hospitals.

Founded by Elizabeth Hollenbeck in 1890 and funded by her generous estate, Hollenbeck, a 501c3 nonprofit, has offered a beautiful setting for active and secure retirement living that has evolved to embrace the best practices and most innovative thinking in retirement community living. As a Continuing Care Retirement Community, all of Hollenbeck Palms' resident members age in place and receive services as needed, including assisted living and skilled nursing along with activities, nutrition and social support throughout their lives.

"I have lived happily and healthfully at Hollenbeck for 15 years," noted one of Hollenbeck's resident members. "I came here because my Aunt and Uncle also lived here and I knew Hollenbeck would provide a loving, financially stable and secure place for me in my later years."

Hollenbeck Palms is also noted for its extensive activities programs and its professional five-person team who are members of the Southern California Association of Activity Professionals, and the Activity Directors Organization of San Gabriel Valley. Daily programs are offered ranging from special events such as an Opera lecture series sponsored by the Los Angeles Opera, to nightly movies, along with special outings to locations like the Disney Concert Hall, Topanga Beach and Del Mar Race Track. Additionally, Hollenbeck Palms is a member of the Osher Lifelong Learning Institute, OLLI, which sponsors lecture series by California State University professors.

Accredited by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO), which is an important symbol of Hollenbeck's on-going commitment to quality care, Hollenbeck is also the only facility in Los Angeles County to have an affiliation agreement with USC's Geriatric Medicine Department and the Keck School of Medicine to receive physicians in post graduate training.

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