

For Immediate Release

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RE: Cherishing Memories Campaign Kickoff

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The Bethany Life Foundation of Story City has announced the kickoff of their estimated \$225,000 ***Cherishing Memories Campaign***. Betsy Warburton, President and CEO of Bethany Life Communities stated that, “Bethany Manor, our long term & skilled care facility, has seen an increased demand to serve individuals who suffer from advanced memory loss. We currently provide services for these individuals within two secure memory care units and are in need of a third living area that offers the specialized environment that these people need.”

The newly designed “low-stimulus” unit will be located on the 2nd Floor of Bethany Manor. The ***Cherishing Memories Campaign*** will provide for a full renovation of the unit, allowing for a staff secured area that will give our residents and their families a respectful and dignified place to reside and visit. Although the 2nd floor renovation is being given the highest priority; as funds become available the current East Wing Memory Care Unit will also see a new décor.

Larry Elphic, Foundation Director, stated that, “We are confident that our friends will step forward in making this campaign a huge success. It is the goal at the Foundation to bring resources which will provide for the highest quality of elderly care for those with the greatest need. The outcome of this campaign will allow our organization to effectively respond to the growing number of individuals who suffer from the later stages of Alzheimer’s and other forms of dementia.”

The Foundation has established honorary designations for those individuals and families who have the capacity to support the campaign through significant gifts. Pr. Glenn Kappelmann, Foundation Board Chair, stated that, “Although every size of gift is very much needed we know by experience that it will take those with greater means to show their concern for the elderly by giving generously to the ***Cherishing Memories Campaign***. We pray you will step forward this year.”

The Bethany Life Foundation is now accepting gifts and pledges in support of the campaign. It is the goal of the Campaign to raise \$100,000 in 2009 and to complete the Campaign and renovation in 2010. Bonnie Hunziker, Foundation Board Member, said it very well. “Honoring your mothers and fathers in this way will bring joy to you and excellence in care to those in need. Please join our Foundation and help meet this important need.”

Bethany Life Communities has served the elderly community and their families since 1914. This longevity is due to the wonderful support Bethany Life has received over the years from donors and volunteers. We thank you for your ongoing support!

For more information, please contact Larry Elphic, Director, Bethany Life Foundation at 515-733-4325. Send your gift today to the Bethany Life Foundation, 212 Lafayette Avenue, Story City, Iowa 50248.