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**PARC PROVENCE GIVEN TOP NATIONAL HONOR FOR MEMORY CARE
COMMUNITY BY SENIOR HOUSING COUNCIL**

ORLANDO, FL: Parc Provence, a first-of-its kind senior residential environment in Creve Coeur, MO., received the highest honor of any memory care community in the United States recently from the Senior Housing Council of the National Association of Home Builders.

At its 2005 Annual Design and Marketing Awards event in Florida, the SHC named Parc Provence the top ranked memory care community in the category of Special Needs Housing for Seniors. Parc Provence, which also won honors for its logo and interactive website, was the only nationally-recognized senior residential community in the State of Missouri.

“We are extremely pleased to receive this very important national recognition from our peers in the senior residential building community,” said Charles Deutsch, co-owner of Parc Provence. “The Senior Housing Council of the NAHB clearly understands the innovation and attention to detail that Parc Provence represents, and the fact that we have raised the bar for quality development in this field.”

Parc Provence, which opened its doors to its first residents in May 2004, has also received the 2004 Innovation Award by the distinguished *St. Louis Business Journal* as a “Health Care Hero.” The Innovation Award, chosen from over 200 nominees, honors “individuals or organizations for the development of new or unique medical service, technique or technology, ranging from research to a new procedure device or service.”

The back-to-back honors make Parc Provence one of the most highly celebrated communities for memory care in the country.

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The NAHB's Senior Housing Council is the voice of the 50+ seniors housing industry and a leading source of information and research on the active adult, independent living, service-enriched, and assisted living markets. Since 1942, the NAHB is a trade association that helps promote the policies that make housing a national priority.

Designed by internationally-acclaimed architects and memory care specialists, Parc Provence is a unique senior residential environment that creates a true community of well being, promoting the physical and cognitive abilities of each resident. More than seven years of research and development are encompassed at Parc Provence. It was created under a special state license aimed at fostering a demonstration project that would use a social care model to enhance the lives of seniors with Alzheimer's Disease and other forms of dementia.

The "Special Needs Housing for Seniors" Award by the SHC shows how important it is to match innovative design solutions with an active social care program model to provide the best results for residents," Deutsch said. "The synergy of the two, and our highly-qualified staff, creates the award-winning community that Parc Provence has become."

The key principals responsible for Parc Provence also own and operate The Gatesworth at One McKnight Place, McKnight Place Assisted Living and McKnight Place Extended Care, all in suburban St. Louis. The luxury residential community for seniors that comprise the Gatesworth campus has won many national awards for excellence in senior care and design.

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