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**ENCORE ADULT DAILY ENRICHMENT CENTER CELEBRATES GRAND OPENING WITH CHAMBER RIBBON CUTTING**

*Local Specialized Alzheimer's Adult Day Enrichment Center Celebrates Grand Opening with Plano Chamber of Commerce Ribbon Cutting and Grand Opening Celebration*

**Plano, TX – October 15, 2010** – Encore Adult Daily Enrichment Center, the area's premier dedicated Alzheimer's and memory care adult day stay center is officially celebrating their Grand Opening with a ribbon cutting on Tuesday, October 19, 2010 from 4:00 to 7:00 p.m. The Grand Opening celebration will begin at 4:00 p.m. with the Chamber of Commerce's ribbon cutting ceremony at 4:30 p.m.

Right now the demand for dedicated Alzheimer's care in a day stay center setting far exceeds supply in the Plano area. Many times individuals living with Alzheimer's are no longer able to stay at home during the day and their caregivers are faced with the difficult task of selecting help during that time. This choice is often determined by local availability of area services that are able to provide the level of care an individual needs. "Encore Adult Daily Enrichment Center is unique in the fact that we are completely dedicated to memory care – meaning that every aspect from the center's design to guest care plans and staff training are modified for individuals living with memory impairment. We understand how memory impairment affects individuals and this knowledge plays a vital role in the way we developed our center," said Laura Hansford, Encore Director. "We make sure that every element in our system works together to create a secure and engaging enrichment experience for our guests."

Encore Adult Daily Enrichment Center provides the following services:

- Ongoing training in Alzheimer's and dementia care for our caregivers
- Day center layout specially designed for individuals living with memory impairment
- Life Enrichment Activities specifically designed for memory impaired guests
- An Administrative team specially trained to manage and operate Alzheimer's and memory care centers
- Nursing staff specially trained in Alzheimer's and dementia care
- Meals and snacks prepared using the highest quality, nutritious ingredients

Encore is now touring. They are located 6505 West Park Blvd., Plano, TX 75093. For more information on the center, the Grand Opening Celebration or to schedule a tour, please contact Laura Hansford at (877) 359-3147.

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**About Encore Adult Daily Enrichment Center**

The Encore Daily Enrichment Center was founded on the idea of providing dedicated memory care in a day center setting. You may notice that our name is a little different than other adult day stay centers – that's because our center is a little different. We believe that by providing a structured, comprehensive program of engaging and mentally stimulating activities our guests can remain healthy and independent as long as possible. That is the "Enrichment" part of the center – focusing on providing a safe and secure day center with interactions that enhance the lives of our guests through specially developed memory care practices.