



PRESS RELEASE

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FRIENDLY HOME ANNOUNCES BUILDING PROJECT AND CAPITAL CAMPAIGN

- Campaign gets potential \$1 million boost with match announcement -

BRIGHTON, N.Y. (May 1, 2008) – The Friendly Home has announced plans for a major building project that includes construction of two additions to the Home as well as significant renovations and upgrades throughout the existing facility.

“These plans support The Friendly Home’s mission of maximizing the quality of life for our residents by continuing to provide quality care and services that promote dignity, individuality, and the highest possible level of independence,” said James E. Dewhirst, President and Chief Executive Officer, The Friendly Home. “The renovated facility will also enable The Friendly Home to meet the growing needs and expectations of our community’s aging population.”

Key components of the proposed project include:

- Two additions to the current physical plant: a 38,000 square foot addition to include 34 companion suites, and a 4,500 square foot addition at the front of the building which will include a new entrance and additional rooms as well as private family event space.
- Relocation of the Transitional Care Center (TCC) from its current location in the building to allow for a more private environment, a larger gym, and the addition of a designated dining area for the TCC.
- Creation of a new 24-bed Memory Care Center to replace and combine two existing and separate Alzheimer’s/dementia units.
- Creation of six private rooms specifically designed for the care of bariatric (obese) patients. These rooms and bathrooms will include ceiling-mounted lift systems.
- Significant renovation of the current physical plant, including updating of all bathrooms and installation of a new state-of-the-art nurse call system.

(more)

Friendly Home Plans Major Building Project, p. 2

Project approval has been granted by the New York State Department of Health Hospital Review and Planning Council. The Town of Brighton has also approved this project. Upon completion of the building addition and renovation project, the Home will be licensed to operate 200 skilled nursing beds. It is anticipated that construction will begin in early summer 2008 and be completed by June 2010. Financing for the \$22 million project will include a combination of community support, The Friendly Home's capital reserves, and tax-exempt bonds.

To date, \$1.7 million has been raised in gifts from individuals, corporations and foundations. The Friendly Home has received individual gifts in support of this project from The Friendly Home's Board of Directors, The Friendly Home's senior leadership and The Friendly Volunteer Council. Major support for The Friendly Home's building and renovation project has been provided by the following foundations:

- August Foundation
- Daisy Marquis Jones Foundation
- Davenport-Hatch Foundation
- Helen & Ritter Shumway Foundation
- Louis S. and Molly B. Wolk Foundation

The Friendly Home also announced a \$250,000 challenge grant from the Chesonis Family Foundation, LeCesse Construction and an anonymous donor in support of the project. Called the "Million Dollar Challenge," for every three dollars contributed to the Home's capital fundraising campaign through the private sector including individuals, corporations and foundations, a dollar will be matched from the challenge grant. When \$750,000 has been raised in community support, the \$250,000 challenge grant will be added to that amount for a total of \$1 million dollars.

"I am pleased and proud of Arunas' commitment to The Friendly Home's Capital Campaign," stated Roma Chesonis, Chesonis Family Foundation. "The Friendly Home provides such a valuable service to our community. I know the level of care delivered is exceptional. The challenge gift from the Chesonis Family Foundation will enable the Home to continue providing excellent care and service."

The Friendly Home is a non-profit, non-denominational nursing care and rehabilitation facility for older adults. The Friendly Home offers a variety of health care services including 24-hour skilled nursing care, rehabilitation and specialized care for individuals with Alzheimer's and memory care needs. Established in 1849, The Friendly Home is committed to meeting the changing needs of older adults by providing services that enhance quality of life and promote dignity, individuality, and the highest level of independence.

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