



For more information, contact:

Bill Sitton, GlynnDevins Advertising & Marketing
913-754-2339, bsitton@glynndevins.com

FOR IMMEDIATE RELEASE

October 26, 2009

***SENIOR LIVING COMMUNITY ON TAUBE KORET CAMPUS
FOR JEWISH LIFE WELCOMES FIRST RESIDENTS***

***Moldaw Family Residences at 899 Charleston Promotes
Multi-generational Interactions, "On the Go" Lifestyle***

PALO ALTO, Calif.: As Bonnie Muth looks at her day planner, October 26th is a red-letter day. It's when the first of a steady stream of new residents are welcomed to Moldaw Family Residences at 899 Charleston, the new senior living community on the Taube Koret Campus for Jewish Life (TKCJL).

As move-in coordinator, it's one of Muth's responsibilities to meet residents and assist them as they start their new life at the community, located at East Charleston and San Antonio Road in Palo Alto.

Muth and the rest of the Moldaw Family Residences team will be busy. Move-ins to the community's 193 maintenance-free apartment homes are scheduled daily for the next several months. Private residences are interspersed throughout several buildings that also serve other functions on the TKCJL.

"There's a lot of excitement surrounding our community, not only because of its unique design, but because we provide our residents the very best in accommodations, hospitality, amenities and life enrichment opportunities," said Muth. "Residents are definitely thrilled to move in and start enjoying everything Moldaw Family Residences has to offer. They are the ones who really bring the community to life."

Moldaw Family Residences is designed around the concept of inspiring older adults to remain in motion and to connect with others on a multi-generational campus. The idea is to capitalize on the pedestrian-friendly, scenic and social campus atmosphere, which features an easy-to-navigate layout with short pathways, central garden courtyards and scenic cross bridges that promote accessibility to all buildings. The design concept is eight buildings, or 'eight houses,' around a Midrachov, a central pedestrian walkway.

Residents receive a complimentary membership to the new Oshman Family Jewish Community Center (OFJCC), which offers a rich variety of educational, cultural and wellness programming, as well as meeting areas, fitness amenities and more.

-more-

“A lot of planning and thought was put into creating this community, and our residents have a wide array of opportunities to maintain and improve their dynamic lifestyles. All they have to do is step out their doors and the vibrant campus is at their fingertips,” said Marilyn Israel, executive director at Moldaw Family Residences. “It’s wonderful to see residents starting to take classes in the latest fitness trends, enjoying delicious meals prepared daily by our culinary team with a full menu of restaurant choices, and experiencing the special programming specifically tailored to their interests and passions.”

The community’s maintenance-free lifestyle includes services and amenities such as concierge assistance, housekeeping and linen services, valet parking, scheduled local transportation, a beauty salon and more.

“Moldaw Family Residences is a wonderful addition to the surrounding community and a new option for area seniors who want a warm and welcoming atmosphere and to live in a place where there is a true sense of community,” said Daniel Ruth, president and CEO of the Jewish Home of San Francisco, which is centrally involved in the development of Moldaw Family Residences. “This is a truly exceptional living experience, and we are very fortunate, because we can all benefit from the vitality and wealth of knowledge residents bring to the community.”

As a continuing care retirement community, Moldaw Family Residences supports residents’ access to future health care, if ever needed. Personalized assisted living services are available, and the community includes memory support suites. Residents have priority access to skilled nursing care through affiliation with the Jewish Home of San Francisco and select local providers.

Moldaw Family Residences is managed by Life Care Services LLC (LCS), a national leader in the planning, development and management of senior living communities. LCS brings its nearly 40 years of knowledge and experience in the senior living industry to Moldaw Family Residences. Its communities are more than “places to live” — they are carefully planned and created neighborhoods of convenience, companionship, celebration, service and security, where residents can enjoy their lives to their fullest.

To see the dynamic lifestyle available at Moldaw Family Residences, schedule a personal tour of the community by calling (650) 433-3629. Information on Moldaw Family Residences is also available on the Internet at www.899Charleston.org.

###