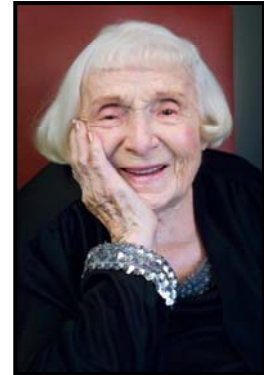


This Is Our Week



Nurturing a Love That Lasts is the theme of National Nursing Home Week, which began officially on Sunday, Mother's Day, and continues through May 16.

For all of us who are providers of long-term care, this is a special time of celebration and appropriate recognition for those in our centers who daily expend time, energy, professional skills and heaping doses of compassion to those entrusted to them. The American Health Care Association said the theme "will encourage all to think of generations of parents and grandparents nurturing future generations to carry on life and family traditions. A supportive and caring environment, such as a nursing home, nurtures and enables residents and families to continue growing, learning and teaching through various ways."



Ann Brundidge



Sylvester Skoch

Life Care's Public Relations and Graphic Services departments made the events more personal for our company by spotlighting three of our outstanding residents on posters distributed to all of our centers for help in promoting the week. They are Ruby Davis of Rivergate Terrace in Riverview, Mich.; Ann Brundidge of Life Care Center of Paradise Valley in Las Vegas, Nev.; and Sylvester Skoch of Life Care Center of Seneca, Kan. Their stories, and their contributions to their communities and our country, personalize the theme of the week. An *Activity Booklet*, chockfull of good suggestions, has also been delivered. This week, of course, allows us to:

- Remind the public of the important men and women whose achievements make life better for us all.
- Show off our buildings and grounds. Encouraging citizens to visit helps them put aside misconceptions based in yesteryear.
- Spotlight our associates, our most important resource, and present them as the professional, compassionate, dedicated men and women they are.
- Just have fun – a good time with our residents, our associates, our families and other visitors.



Ruby Davis

So, let the excitement begin!

– Beecher Hunter