



*"To liberate elders, and those who serve them, from the mindset of institutional care."*

**Otterbein Strategic Goal**

## **MEDIA ALERT** **WE INVITE YOUR COVERAGE!**

### **Exclusive Media Preview of the Brand New *Avalon by Otterbein* at Maineville in Hamilton Township Skilled Nursing and Rehabilitation Neighborhood – FOR MEDIA ONLY**

**WHO** [\*Avalon by Otterbein\*](#) at Maineville in Hamilton Township Skilled Nursing and Rehabilitation Neighborhood

**WHAT** **Sneak peak at Warren County's third skilled nursing and rehabilitation neighborhood for seniors – [\*Avalon by Otterbein\*](#) at Maineville in Hamilton Township.**  
Home-like setting. Model decorated. Neighborhood features five beautiful, modern ranch-style homes, trees, patios, gardens and outdoor gazebo ... not an institution.

#### **A neighborhood within a neighborhood**

- [\*Avalon by Otterbein\*](#) at Maineville in Hamilton Township small house neighborhood looks like a traditional, suburban neighborhood located in a convenient, familiar residential location.
- All Avalon neighborhoods are designed around a cul-de-sac or street of five houses with 10 residents in each house. A total of 50 residents can live in a neighborhood.

#### **A licensed skilled nursing home**

- Long-term skilled nursing care
- Rehabilitation and therapy

A radical departure from institutional skilled nursing care. It's home.  
The design of the small house and the location within the community makes the transition for elders leaving their own home easier and provides the optimal opportunity for family and friends to stay connected.

First of its kind in Ohio – [\*Avalon by Otterbein\*](#) leads the nation in the elder care revolution.

**WHERE** 201 Marge Schott Way (Turn next to Post Office in Maineville)  
The GPS address is 7906 South State Route 48, Maineville, 45039)  
For help, call 513-267-8592

**WHEN** **Tuesday, August 3, 2010**  
10:00 a.m. – 2:00 p.m. or by appointment.  
Please schedule an interview time by contacting Pam Gilchrist  
859-431-9090 or [pgilchrist@gilchristgroup.com](mailto:pgilchrist@gilchristgroup.com)

**MORE  
INFORMATION**

**GREAT SHOT OF THE DAY!**

A model home is furnished and decorated and includes:

- 10 Private Suites (bed and bath)
- Open Kitchen and Great Room
- Den
- Patio/Gardens
- Therapy Room
- Laundry Room
- Outdoor Gazebo

**Professional HD Video B-Roll & Photography Available**  
Contact [pgilchrist@pr-link.com](mailto:pgilchrist@pr-link.com) or call 513-233-9090

The following members of the [\*Avalon by Otterbein\*](#) leadership team will be available for interview:

- **Wayne Rost**, *Guide*, [\*Avalon by Otterbein\*](#) at Maineville in Hamilton Township
- **Gary Horning**, *Vice President of Marketing and Communications*, Otterbein Homes
- **Sue McConnell**, *Vice President of [\*Avalon by Otterbein\*](#)*, Otterbein Homes
- **Jill Hreben**, *President*, Otterbein Homes
- **Michelle Vernon**, *Coach*, [\*Avalon by Otterbein\*](#) at Maineville in Hamilton Township

Visit [www.otterbein.org](http://www.otterbein.org) for more information. Visit the [Otterbein News Page](#) for our online media kit.

**ABOUT**

**About Otterbein Retirement Communities**

Founded in 1912, Otterbein Retirement Communities is a health and human service ministry, which strives to enhance the quality of life and holistic growth of its 2,000 residents. The non-profit organization's five full-service retirement communities cater to those 55 and older in western and northern Ohio. Otterbein's rich heritage and solid reputation have made it a trusted and valuable resource not only in Ohio, but nationwide for nearly 100 years. For more information visit: [www.otterbein.org](http://www.otterbein.org) where you will find videos, photos, testimonials and detailed information on [\*Avalon by Otterbein\*](#).

**Otterbein Contact:**

Gary Horning  
Otterbein Homes, Inc.  
513-933-5448  
ghorning@otterbein.org

**Media Contact:**

Pamela Gilchrist  
Gilchrist Group | PR-Link®  
895-431-9090  
pgilchrist@gilchristgroup.com