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Press Release

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FOR IMMEDIATE RELEASE
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Third Consecutive Win!

Denver, Colorado - May 24, 2011 - Salute to Seniors is sponsored by the Colorado Gerontological Society and was held at the Colorado Convention Center on May 11th. This event is geared at showcasing businesses and products that can help adults 55+. Over 2,000 individuals attend and visit over 100 displays from the shows exhibitors. This year's theme was "The Frank Sinatra Variety Show".

GrandView representatives were dressed in suits and formal attire of the 50's. Their booth had a life-size cutout of Frank standing next to a microphone and stool. Recordings of his famous songs played throughout the day. A marquee stating *"Grandview of Roxborough Proudly presents the Frank Sinatra Variety Show featuring: Mr. Sterling Services, Mr. Royal*

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Lifestyle, Mr. U. Will Reallyownit..." allowed the GrandView team to creatively showcase the benefits of living at Grandview by coupling and word playing fictitious featured artists.

With the emphasis on lifestyle, GrandView of Roxborough is a revolutionary concept in senior living. Located in the south part of Littleton, this Life Service Retirement Community is a one of its kind in Colorado. Full deeded ownership and individualized health support allow for owner's to truly age in place. GrandView is adjacent to the entrance of Roxborough State Park at 6265 Roxborough Park Road in Littleton, Colorado. For more information, please call 303-744-8000 or visit on-line at www.GrandViewLife.com.

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