

CONTACT: Anne Abraham, 757-403-6094
anneabraham.pr@gmail.com

FOR IMMEDIATE RELEASE

Anthem Memory Care Assumes Management of Willow Springs Memory Care in Redding, CA

Anthem Memory Care has assumed management of Willow Springs Memory Care, formerly known as Willow Springs Alzheimer's Special Care Center in Redding, CA. Under the agreement, Anthem Memory Care is managing all aspects of the community's operations and will add regional staff, technology and training programs to adapt the community to its approach to care.

The new property, located at 191 Churn Creek Rd., Redding, CA, brings Anthem's portfolio up to 20 properties and marks the Oregon-based operator's second community in California.

"Anthem's priority is providing premium care for those with memory loss," said Isaac Scott, Chief Executive Officer of Anthem Memory Care. "Our unique approach brings meaningful engagement and enhanced quality of life to every resident. We look forward to becoming part of the vibrant community of Redding."

With existing communities in Arkansas, California, Colorado, Illinois, Kansas, Minnesota, Ohio, Tennessee and Wisconsin, they now manage over 1400 memory care beds.

About Anthem Memory Care

Anthem's core purpose is to protect, engage, and love people living with memory loss and is committed to provide understanding and significance to people with Alzheimer's disease and other types of dementia. Anthem, based in West Linn, Ore., operates and develops memory care communities in Arkansas, California, Colorado, Illinois, Kansas, Minnesota, Ohio, Tennessee and Wisconsin. The company's website is AnthemMemoryCare.com.