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July 27, 2009

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**THE WILLOWS' *FULL SWING GOLF SIMULATOR*
BRINGS 50+ WORLD-RENOWNED COURSES TO WORCESTER**

Continuing Care Retirement Community 'On Par' to Open This September

WORCESTER, Mass.: Future residents from The Willows at Worcester will soon be teeing off, chipping and putting their way into a new retirement lifestyle — and the best part is, they'll never have to worry about losing a ball. The continuing care retirement community designed for active adults age 62 and better is on par to open in September at 101 Barry Road.

In recognition of National Golf Month, The Willows is unveiling its professional *Full Swing Golf Simulator*, and inviting future residents and guests to an event on Tuesday, August 25, to experience a slice of the vibrant lifestyle available at the community.

“Imagine playing golf year-round on breathtaking renowned PGA courses, with greens rolling smooth and putting true. Our residents will soon be able to tee off on the same courses graced by Tiger Woods, Arnold Palmer and Jack Nicklaus, without ever leaving Worcester,” said Andy Freilich, Executive Director for The Willows at Worcester.

The top-of-the-line simulator, used by many professionals, such as PGA Tour Player Mark Wilson, will allow residents to experience golfing on more than 50 championship courses from around the world, including Pebble Beach, Oakland Hills, Royal Melbourne and The Old Course at St. Andrews.

According to Freilich, residents will fully experience the game of golf and be completely immersed in its natural settings. "Wind will be blowing. Waves will be crashing, and rain may be falling," said Freilich. "Distinguishable characteristics, such as mature oak trees, fairway elevations and nuances of the greens that make each course unique, will bring the game to life."

The virtual system will create interactive practice situations, track real-time ball flight, and control factors like green speeds, wind variables and weather conditions.

"What better way to spend a day than joining friends for a round of indoor golf, while relaxing in the lounge at your brand-new home. It definitely beats searching for golf balls in the rough," said Freilich. "Whether you're new to the game or a scratch golfer, the simulator is sure to provide an exciting and engaging activity for residents."

The Willows will showcase its interactive golf simulator from 10 a.m. to 2 p.m. on Tuesday, August 25. Invited guests are encouraged to bring their own clubs and their favorite golfing buddies for a day of golf, a barbecued lunch and a sneak peek into the active lifestyle coming soon to The Willows.

The Willows at Worcester is opening in September on a 21-acre campus at 101 Barry Road, near Salisbury Street. Within a unique, well-established neighborhood, The Willows will offer 191 private independent living apartments and cottages, with a variety of personalization choices for residences.

In addition to the *Full Swing Golf Simulator*, residents of The Willows will enjoy a wide range of community amenities, including two on-site restaurants, a fitness center, indoor swimming pool, spa and massage therapy, art studio, woodworking shop, library, greenhouse and more.

Residents will also have priority access to The Health Center on campus for short- or long-term care or to any of SALMON's other communities, if ever needed.

Information about The Willows at Worcester is available by calling (508) 755-0088, or by visiting the community's web site at www.TheWillowsAtWorcester.com.

The Willows at Worcester is part of SALMON Health and Retirement, formerly The Salmon Family of Services, which has earned the trust and confidence of families across New England since 1952. SALMON Health and Retirement recently received the 2009 Massachusetts Family Business of the Year award for businesses with 250 or more employees. The awards program was developed by Northeastern University's Center for Family Business and the Family Firm Institute New England Chapter as a way to "promote and highlight some of the great achievements of Massachusetts-based, family-owned businesses and entrepreneurs." Based in Westborough, SALMON is a third-generation, family-owned-and-operated organization that includes The Willows at Westborough Retirement Community; Whitney Place Assisted Living Residences in Natick, Northborough, Northbridge and Westborough; Whitney Place Adult Day Health Centers in Natick and Northborough; Beaumont Rehabilitation and Skilled Nursing Centers in Natick, Northborough, Northbridge, Westborough and Worcester; and the SALMON Centers for Early Education in Natick, Northbridge and Worcester.

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