

FOR IMMEDIATE RELEASE

Media contact:

Stacey Allaire
Matter Communications for Living Innovations
978-499-9250x 247
LivingInnovations@mattternow.com

Marlene French named Living Innovations' director of Home Care *New hire will oversee personalized services for the elderly, people with long-term illnesses*

PORTSMOUTH, NH, – Oct. 1, 2009 – Living Innovations, (www.livinginnovations.com), an agency that provides in-home and community support to the elderly, and people with disabilities and long-term illnesses, today announced that Marlene French has joined the organization as its Home Care director.

In her new role, French will oversee Home Care initiatives to ensure that exemplary services are provided to the individuals served by the organization throughout New Hampshire, Maine and Massachusetts.

Home Care is Living Innovations' customized service for elderly individuals and people with long-term illnesses who have personal, household, medical, transportation and companionship needs. The organization partners these individuals with direct care providers who are specially-trained and hand-selected to assist with anything from helping around the house to supervising the administration of medications.

“My grandparents and my brother, David, who experienced disabilities, all chose to live their lives at home instead of in institutionalized care facilities. My parents made this possible for them. Because of this, I have an understanding of what the benefits and challenges are and fully support others who chose this option for themselves and their loved ones,” said French. “Living Innovations believes that all people can have lives of quality and dignity at home and in the community, including those who have long-term illnesses or disabilities, are elderly or are otherwise in need of support. This position feels like a perfect match for me and I’m thrilled to be the newest member of their team.”

French brings more than three decades of human services experience to her new position. She began her career by providing personal care to elderly residents at a nursing home while still in high school and, from there, was quickly promoted to a certified nursing assistant. Since then, French has held positions with Antrim Girls Shelter, Concord Support Services and as the director of human services for the Town of Henniker, NH. Most recently, she founded SmartCare, a program that provides consumer-directed personal care services to elders and people with chronic illnesses throughout New Hampshire. French received a Bachelor of Arts in human services and a certification in geriatric care management. She is currently completing her master's in health care administration.

With nine offices throughout Maine and New Hampshire, Living Innovations works with families, health care providers and human services agencies to provide supportive services to senior

citizens, individuals with long-term illnesses or developmental disabilities, and children with health and behavioral needs to help optimize their quality of life, both at home and in the community.

“I am delighted to welcome Marlene French to the Living Innovations family,” said Neal Ouellett, founder and CEO of Living Innovations. “Her extensive personal and work experience in various human services capacities will be a wonderful complement to our Home Care program and will undoubtedly help us continue our mission of connecting the people we serve with the services they need so they can live as independently as possible and thrive in their communities.”

For information about Living Innovations, its services or locations, please visit www.livinginnovations.com or call (603) 436-1586.

About Living Innovations

Living Innovations has nine offices throughout New England and serves communities stretching from northern Massachusetts to Maine. The organization provides support services to senior citizens, individuals with long-term illnesses or developmental disabilities, and children with health and behavioral needs to help optimize their quality of life, both at home and in the community. Living Innovations' services include respite, household, personal, companionship, transportation and medical care provided by highly-skilled, specially-trained personnel, and also provides an array of career development and school transition programs to help maximize each individual's well-being and independence. The 13-year-old organization also manages the innovative Home Share program, which directs shared living situations between compassionate homeowners and individuals who are elderly or disabled as an alternative to admission in an assisted living facility. Most recently, Living Innovations began managing Wentworth Connections, a Portsmouth, NH, community center for people who are 60 “or better,” which is operated under the auspices of The Mark Wentworth Home. For information, visit www.livinginnovations.com.

###