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**OLDEST CHARITY IN ILLINOIS INTRODUCES CALEDONIA SENIOR LIVING & MEMORY CARE**

**Chicago, IL** – Illinois' oldest charity is launching a range of dedicated elder-care services known as Caledonia Senior Living and Memory Care.

The Illinois St Andrew Society, which dates back more than 170 years to 1845, is expanding the scope of the services it provides on its North Riverside campus.

The campus accommodates two care homes, the most recent of which started to serve people with Alzheimer's and memory loss just a few months ago.

A range of elder-care options are offered on the campus, including specialized memory care, skilled nursing care, sheltered care and assisted living

According to Caledonia Senior Living President, Gus Noble, "When we built our new home last year for people living with Alzheimer's disease and memory loss, we realized that we needed one all-inclusive name to more accurately represent who we are, what we do and whom we serve."

He added: "The new brand identity embodies the priorities and preferences of our community, it exemplifies our core values and it presents our campus accurately as *"A Place for Everyone, Where Friends Become Family."*

The launch of the new name coincides with the 100-year anniversary of the "rebirth" of the Society's original Scottish Home. In early 1917, a fire destroyed the Scottish Home. Less than 12 months later, it was rebuilt and reopened with a new, more inclusive commitment to welcome those seniors who were Scottish by birth, by heritage or simply by inclination. "We recognize that there is powerful symbolism in launching our new brand in the centenary of our Home's incredible recovery" Noble concluded.

Caledonia Senior Living and Memory Care is hosting a community Open House to celebrate the expansion of their services and the launch of their new brand. The public is invited to attend this free event on Wednesday, November 15 from 4-7 pm. Guests will enjoy refreshments, tours and the opportunity to learn more about the organization's rich history and unique services. For more information on the open house, please contact Rebecca Drennan at 708-447-5092.

**About Caledonia Senior Living and Memory Care**

Caledonia Senior Living and Memory Care, is part of the Illinois Saint Andrew Society. Established in 1845, the Society is the oldest 501©3 charity in Illinois. Also known as the CHICAGO SCOTS, the Society is one of the world's largest Scottish cultural organizations. In addition to offering a range of outstanding elder care services, the Society also offers scholarships and organizes events and initiatives to educate, entertain and promote both traditional and contemporary Scottish culture.