



December 15, 2009

ORCHARD HEIGHTS ADDS MARKETING DIRECTOR

ORCHARD PARK, NEW YORK – Orchard Heights, Inc., an assisted living and memory care residence in Orchard Park, announced that Kristen DiCesare has joined the facility as Marketing Director.

DiCesare will promote Orchard Heights to prospective residents and their families throughout Western New York, as well as work and develop relationships with referral sources from across the community. She has significant experience in health care sales, having worked in sales capacities for both Lincare and ParMed Pharmaceuticals

A graduate of Daemen College, DiCesare earned her bachelor's degree in Natural Sciences from the Amherst school. She also completed coursework in Physical Therapy at D'Youville College, where her studies included field work at various health care facilities, including The Waters of Aurora Park, Autumn View Healthcare, Erie County Medical Center, and Strong Memorial Hospital.

Orchard Heights provides quality, compassionate assisted living and memory care services in a comfortable environment. Surrounded by more than ten acres of beautiful suburban countryside, residents at Orchard Heights enjoy a unique living experience, complete with chef-prepared meals, around the clock recreation opportunities and a professional nursing staff on site 24 hours a day. Amenities include an ice cream parlor, full-service beauty and barber shop, a private dining room and scenic walking paths. Orchard Heights is licensed by the New York State Department of Health and is owned and operated by The Hamister Group, Inc.

For more information, visit www.orchardheights.com.