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PCHA's Magnolia Gardens attracts national attention for its exceptional model of services

PINELLAS COUNTY, FLORIDA – Magnolia Gardens Assisted Living Facility (ALF) is one of the nation's innovative affordable assisted living properties and is leading the way in societal change in senior care. MIA Consulting Group, Inc. partnered with the Pinellas County Housing Authority (PCHA) are working together to implement a unique model of affordable housing in an assisted living facility, helping to change national policy on care for low-income seniors.

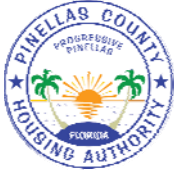
Conchy Bretos, CEO and founder of MIA Consulting Group, Inc., launched her company in 1995 in an effort to create a model that provides services to low-income seniors and disabled adults living in public housing.

Since then, MIA has expanded their model of public housing assisted living facilities into 23 states. Conchy Bretos has been a leader in changing senior care. Through her work with public housing authorities, she is trying to change national policy to facilitate these projects throughout the United States.

Recently, Conchy Bretos was elected as an *Ashoka Fellow* for her groundbreaking approach to caring for low-income seniors living in public and affordable housing. This award is very prestigious and is going to enable MIA Consulting, Inc. to work with federal officials in an effort to bring HUD (US Department of Housing and Urban Development) and HHS (Health and Human Services) together to support housing authorities like PCHA that want to bring these services to elderly residents where they live.

According to Pilar Carvajal, Chief Operating Officer of MIA Consulting, Inc., "Magnolia Gardens is a wonderful facility that needs to be replicated more often. PCHA is one of the trailblazers in affordable housing assisted living."

Conchy Bretos, CEO of MIA Consulting Group, Inc. says, "There is already a tremendous need for affordable assisted living facilities, a need that is going to become increasingly important as the number of seniors, below the poverty line, is expected to double in the next eight years. It is a natural fit for public housing authorities to be a part of the assisted living world."



PCHA *Today*

AN EXCITING NEW DIRECTION...

MIA assists for-profit and not-for-profit clients in the implementation and management of affordable assisted living facilities, from first market analysis to full on-site management. One of their most successful projects nationwide is Magnolia Gardens in Pinellas Park, Florida.

PCHA is honored to be a part of this innovative solution to a global situation. For more information about Magnolia Gardens Assisted Living Facility, please call 727-489-6440 or visit our Web site at www.pin-cha.org.

About Pinellas County Housing Authority (PCHA):

Formed in 1965 and governed by a five member Board of Commissioners appointed by the Governor of the State of Florida, the Pinellas County Housing Authority (PCHA) provides housing and rental assistance to a total of more than 4,500 families in Pinellas County. The authority is proud to be rated by HUD as a "High Performing" agency. More information about the authority's programs and services can be found at www.pin-cha.org.

About Magnolia Gardens Assisted Living Facility:

Magnolia Gardens ALF is located at 3800 62nd Avenue North in Pinellas Park. In 2006, Magnolia Gardens opened its doors as an affordable assisted living facility. The property offers 14 floor plans from studios to two-bedroom apartments designed with comfort, safety and convenience in mind. Each room includes a private bathroom and kitchenette. Every detail was considered to provide residents with a superior living experience that is sensitive to their needs. For more information about Magnolia Gardens ALF, please visit our Web sites at www.pin-cha.org and www.magnoliagardensassistedliving.com or call (727) 489-6440.

About Conchy Bretos, CEO MIA Consulting, Inc.:

Ms. Bretos is an experienced lobbyist, activist and executive administrator of special population programs, both national and international. She served as the Florida Secretary for Aging, Program Director of World Health Organization and Director of Housing for Florida International University. Ms. Bretos is a graduate of Oberlin College, and received an MBA from the University of New South Wales, Australia. She is the first winner of the Civic Ventures 2006 \$100,000 Purpose Prize, a prize given to innovators over the age of sixty that have brought about societal change. She is now also an *Ashoka Fellow*.

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