



**FOR IMMEDIATE RELEASE**

**The Inn at Spruce Wood Chooses Arnold Communications  
To Lead Public Relations Efforts**

**August 10, 2004, Durham, NH & Hampton, NH** – The Inn at Spruce Wood, New Hampshire’s newest luxury senior living community offering Independent and Assisted Independent Living, Respite Care and an Alzheimer’s/Memory Care program, today announced that they have chosen Arnold Communications, a full-service marketing communications and public relations firm exclusively for small businesses, to expand their awareness throughout New Hampshire. Arnold will be planning and implementing advertising, events, online marketing and media relations programs for the new facility.

“Arnold’s extensive experience in the healthcare industry and proven results made them an obvious choice,” said Denise Cadorette, Executive Director, The Inn at Spruce Wood. “We are delighted to be working with them.”

Managed by Charles River Senior Living, LLC, The Inn at Spruce Wood is Seacoast, New Hampshire’s newest senior living community. Located on a picturesque 16-acre wooded setting in Durham, New Hampshire, The Inn at Spruce Wood is an upscale, comfortable community with private Independent and Assisted Living apartments, Respite Care and an Alzheimer’s/Memory Impairment Program. Their compassionate and caring staff has years of experience providing the highest level of care to seniors. All under one roof, residents enjoy a world of amenities and events not found at other facilities, to keep them active, engaged and happy.

“From their beautiful new facility with unique, luxury services to the passion and dedication they have for seniors, The Inn at Spruce Wood is setting the standard for senior living facilities throughout the country,” said Carol Arnold, President & CEO, Arnold Communications. “We are excited to be partnering with them and look forward to helping them accomplish their goals.”

Arnold Communications is a full-service marketing communications and public relations firm, which provides innovative and guerrilla-focused services exclusively to small businesses. Their demand-generating services have significantly increased the sales and awareness of companies in the healthcare, technology, retail and financial services industries. In May, 2004, Arnold was the only New Hampshire based marketing communications firm to be named a Purple Cow catalyst in best-selling author Seth Godin’s 2004 Bull Market Directory.

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About The Inn at Spruce Wood

Managed by Charles River Senior Living, The Inn at Spruce Wood is the Seacoast’s newest senior living community. Located on a picturesque 16-acre wooded setting in the beautiful town of Durham, New Hampshire, The Inn at Spruce Wood offers an upscale, yet comfortable community with private Independent and Assisted Living apartments, Respite Care and an Alzheimer’s/Memory Impairment Program. Their compassionate and caring staff has years of experience providing the highest level of care to seniors. Unlike any other senior community on



the Seacoast, all under one roof, residents enjoy a world of amenities and events all in an upscale and comfortable setting to keep them active, engaged and happy. For more information, visit [www.theinnatsprucewood.com](http://www.theinnatsprucewood.com).

#### About Arnold Communications

Headquartered in Hampton, NH with clients throughout the U.S., Arnold Communications is a full-service marketing communications and public relations firm, which provides innovative and guerrilla-focused services exclusively to small businesses. Founded in 2001, their demand-generating services have cost-effectively increased the sales and awareness of companies in the healthcare, technology, retail and financial services industries. For more information visit [www.arnoldcomm.com](http://www.arnoldcomm.com) or call (877) 718-4604.

Press Contact: Carol Arnold, Arnold Communications, (877) 718-4604, [carol@arnoldcomm.com](mailto:carol@arnoldcomm.com).