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Press Release

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FOR IMMEDIATE RELEASE
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**Aurora Community Services announces opening of innovative new
Call Center**

Eau Claire, Wisconsin - January 26, 2010 - Aurora Community Services announces the opening of an innovative new Call Center in Eau Claire Wisconsin. The 24/7 Call Center will open February 1 and will be staffed by trained mental health personnel who will provide telephonic support and problem resolution services to area residents, businesses, and government organizations. The call center will support individuals with mental health concerns, will provide employee assistance services for businesses, provide outbound wellness check in calls to seniors, and crisis intervention services for law enforcement and county agencies. "We are very excited about the opening of our Call Center", says Holly Hakes, Aurora's Executive Director, "recent cuts in state funding for mental health services and rising insurance costs have forced providers to do more with less and Aurora has stepped up to the plate by providing an innovative new way of delivering

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vital services. Our Call Center is not only cost effective but also provides a whole new level of support to our customers."

About Aurora Community Services:

Headquartered in Menomonie, Wisconsin, Aurora Residential Alternatives, a division of Aurora Community Services, has almost 25 years experience providing high quality community based services to families and individuals. Their services help ensure that aging seniors and vulnerable adults receive excellent professional care and support while providing families with the peace of mind that their loved one is receiving dignified and expert care.

For more information feel free to contact us at www.AuroraServices.com or 1-888-301-5897.

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