

FOR IMMEDIATE RELEASE:

Gary L. Davidson Pioneer of Senior Housing and Assisted Living Facilities
Launches Long-Term Care Insurance Agency

COSTA MESA, Calif., Aug. 13, 2008 (SEND2PRESS NEWSWIRE) -- Gary L. Davidson, one of the true pioneers of senior housing and assisted living facilities, has launched the Windstone Insurance Agency which specializes in long-term care insurance. Gary first became involved in the long-term care industry in 1967 when he co-founded General Residential Corporation, a developer and manager of senior housing. His communities were among the first to offer specialized care for Alzheimer's and dementia/memory disorders. His company was the first major developer of senior housing in Orange County, California.

In 1979 he co-founded ARV Assisted Living. When the company went public in October 1995 it was the largest provider of assisted living services in the United States, with over 4,000 beds in 45 locations. He was President, CEO and Chairman of the Board until October 1997.

While Gary was the leading provider of assisted living services in the country, he personally saw how important it was to have long-term care insurance. He has witnessed the financial burden of having to pay for care "out of pocket," along with the emotional and financial toll that long-term care takes on the family, loved ones, and friends providing that care. After 41 years in the long-term care industry, Gary's professional advice on long-term care insurance is "buy it when you're young and healthy."

Windstone Insurance Agency (<http://www.WSLTC.com>) is a California insurance agency that specializes in one product: Long-Term Care Insurance for Californians. Windstone offers the most affordable and comprehensive policies from only the top insurance companies for individuals, employer groups, associations, and small businesses. 100% of its agents have received the special training required to market California Partnership Long-Term Care policies.

"This dynamic sector has both tremendous opportunity and growth as the 78 million baby boomers start to age and move toward their retirement years. I look forward to working directly with Gary as we focus our strategy of promoting and providing education for long-term care insurance," said Tom Szulga, Windstone's President. Heidi Arnest is the firm's Executive Director. She brings with her 22 years as a clinician in the health care field and 10 years of insurance background to Windstone. Heidi looks forward to consulting with clients regarding the advantages and benefits of long-term care insurance.

Nearly 70 percent of people age 65 and over will need long-term care at some point during their retirement. Approximately 40 percent of persons receiving long-term care benefits are between 18 to 64 years of age. Most individuals do not realize how vital long-term care insurance is until they are uninsurable or actually need long-term care.

Gary L. Davidson's business experience is multi-faceted, during the 1960's and 1970's; he was active in professional sports. He was the organizer and first President of the American Basketball Association, which introduced the 3-point shot that is so vital in modern basketball. He also was a founder of the World Hockey Association and its first President and Commissioner and an organizer of the World Football League and its first President and Commissioner. In 1994, Sports Illustrated magazine celebrated its 40th anniversary and selected 40 people who had a major impact on sports and Gary L. Davidson was one of the 40 selected. This group included Mohammed Ali, Joe Namath, Michael Jordan, Howard Cosell, among others.

Gary L. Davidson is an attorney who attended UCLA where he received a Bachelor's Degree and a Doctorate of Juris Prudence. In December 1998 he started the Windstone Group, of which he is the Chairman. Windstone is involved with the financing and operations of senior housing, healthcare, mortgages, and the promotion of long-term care insurance. Over the course of his career, Mr. Davidson has been instrumental in the development of well over 10,000 housing units (the vast majority of which were devoted to seniors) and other properties worth well in the excess of \$1 billion.

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Send2Press(R) is the originating wire service for this story, Copr. 2008.

NEWS SOURCE: Windstone Insurance Agency, Inc.

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