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Harborside Healthcare Supports the Jimmy Fund and Dana-Farber Cancer Institute by Participating In This Year's Cow Parade

For Immediate Release Boston, MA (June 5, 2006) Harborside Healthcare, one of the nation's most respected long-term care companies proudly supports the Jimmy Fund and Dana-Farber Cancer Institute by participating in this year's Boston Cow Parade.

The Cow Parade is the world's largest public art event. From Chicago and New York in 1999 and 2000 to Kansas City and Houston in 2001 and London in 2002, Cow Parade continues to evolve, not just in size, but in creativity and quality of art. Most importantly the Cow Parade benefits charity. It is with this in mind that Harborside Healthcare proudly sponsors a cow this summer.

On June 6th the cow will be on display in Faneuil Hall. The artwork for the Harborside cow was done by Lynn Furick as Harborside not only sponsors the cow but sponsors the artist as well. Lynn has given the cow the name of "Sparkles" the Rhinestone Cowboy because of thousands of colorful rhinestones that cover the cow and create the western theme. For more information about Sparkles and Lynn Furick, please see her website at <http://www.rhinestonecow.blogspot.com>

"Harborside Healthcare is an important member of the Boston business community" said Kelly McCallister, Harborside's VP of Marketing and Sales, "and as part of that community we like to give something back. Not only will the artwork be shared with the community, but the proceeds will benefit The Jimmy Fund and The Dana-Farber Cancer Institute. Harborside Healthcare is proud to do its part in the fight against cancer."

Rhinestone Cowboy will be on display in Faneuil Hall from June 6th through September 5th. After September 5th Rhinestone Cowboy will be taken down and auctioned off at a live auction, and the rest of the cows in the parade that are not auctioned will be sold online. All of the proceeds from the auction go to The Jimmy Fund and the Dana-Farber Cancer Institute.

Harborside operates 53 facilities and employs more than 8,000 full and part-time employees in nine states in New England, the Mid-Atlantic and the Midwest. Nearly 7,000 individuals receive care at its facilities in Connecticut, Indiana, Maryland,



Massachusetts, New Hampshire, New Jersey, Ohio, Kentucky and Rhode Island. The company was founded in 1987.

In 2002, Harborside Healthcare was one of the first in its profession to adopt an industry-driven, voluntary quality initiative in which the company and its employees pledged to follow a formal code of conduct and ethical management practices known as "Quality First." Harborside Healthcare was also the first long-term care company in the nation to publish the results of a detailed, annual quality survey of all of its facilities.

Harborside facilities have won more national quality awards than any other long-term care provider of its size, including three of the prestigious American Health Care Association (AHCA) Step II Quality Awards recognizing long-term care organizations that seek excellence in all aspects of providing care and services. For more information please see, <http://www.harborsidehealthcare.com> .