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The Bellingham Business Journal

[Leopold names new marketing director](#)

Posted on 01. Nov, 2010 by [ryanwynne](#) in [People](#)

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Denise Irey was named director of marketing at [The Leopold Retirement Residence](#), a facility with 91 private apartments for active seniors and a rental space in a turn-of-the-century ballroom at [1224 Cornwall Avenue](#).

Irey, a graduate of Western Washington University, has more than 12 years of marketing experience. She has spent the past eight years assisting more than 300 families with their transitions into retirement and assisted living communities.

Irey volunteers with the [Alzheimer Society of Washington](#), serving as chair of the 'Miles for Memories' steering committee. She is also a certified dementia and mental health trainer for the State of Washington.