

## 2020 National Assisted Living Week® | "Caring is Essential"

### Sample Invitation Letter to Media for Assisted Living Communities

**Tip:** Do a little bit of research to make sure this invitation goes to members of the media who have covered similar stories before. Send this at least a week prior to the event. If you don't hear anything back, follow up a day or two later and see if you can help answer any questions they may have. Reporters may not be able to commit until right before the event is held, as they may have to prioritize other stories.

Dear [NAME OF REPORTER, EDITOR, OR RADIO/TV NEWS DIRECTOR],

My name is [NAME]. Since you've previously reported about [TOPIC], I thought you and your [LISTENERS/VIEWERS/READERS] would be interested in the [EVENT] occurring at [COMMUNITY NAME] on [DATE].

The event is part of our celebrations during National Assisted Living Week®, which begins on Sunday, Sept. 13 and continues through Saturday, Sept. 19.

This year's National Assisted Living Week® theme is "Caring is Essential." *(Feel free to edit this next sentence to best connect this year's theme with the purpose of your event, or if you're featuring a specific resident or staff member, to offer more background.)* The [NAME OF EVENT] highlights the incredible care provided by essential caregivers in assisted living communities across the country. It also is a way to celebrate the dedication of staff, the individuality of residents, and the deep connections formed in these settings, while adhering to COVID-19 safety requirements and precautions.

We think your [LISTENERS/VIEWERS/READERS] would be interested in hearing about this event and learning more about the unique individuals at [COMMUNITY NAME].

If you need more information, or would like to interview any staff members or residents of [NAME OF COMMUNITY], please let me know. I will do my best to make it happen.

Sincerely,

[YOUR NAME]

[TITLE]

[COMMUNITY NAME]