

2016 National Assisted Living Week®
Sample Invitation Letter to News Media

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

My name is [YOUR NAME]. As you've previously reported about [TOPIC], I thought you and your [LISTENERS, VIEWERS, OR READERS] would be interested in learning more about the [NAME OF EVENT], at [COMMUNITY NAME], [DATE].

The event is part of our celebrations during National Assisted Living Week®, which begins on Grandparent's Day, Sunday, Sept. 11 and continues through Saturday, Sept. 17. *(If applicable)* Speakers at the [NAME OF EVENT] will include [DIGNITARIES' NAMES].

This year's National Assisted Living Week® theme is the "Keep Connected." The [NAME OF EVENT] is a chance to recognize the increasing opportunity technology can offer to enhance the care and overall experience in assisted living communities, including [COMMUNITY NAME].

Many assisted living residents are individuals who have made significant contributions to our community. They have been military heroes, entrepreneurs, public servants, and dedicated family members. We think your [LISTENERS, VIEWERS, OR 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]