

2016 National Assisted Living Week®

Sample Press Release

[COMMUNITY LETTERHEAD/LOGO]

For Immediate Release

[MONTH, DAY, YEAR]

Contact:

[NAME]

[PHONE]

[EMAIL]

[TECH PROGRAM] Improves Residents' Lives at [COMMUNITY NAME]

*Local long term care community demonstrates how to “Keep Connected”
during National Assisted Living Week®*

[CITY], [STATE] – A revolutionary tool is improving the lives of assisted living residents at [COMMUNITY NAME]. Shown at an event today to local members of the community, *[one sentence describing the tech program]*.

[ADDITIONAL DETAILS ON THE TECH PROGRAM & EVENT – *Include two to three sentences describing your program, its benefits, and your event, including any special guests/dignitaries.*]

“We take enormous pride in finding new ways to enhance the services we provide in assisted living,” said [NAME], [TITLE] of [COMMUNITY NAME]. “[TECH PROGRAM] shows how 21st Century technology can further person-centered care and help residents enjoy a better quality of life.”

The demonstration today was part of [COMMUNITY NAME’S] weeklong celebrations during National Assisted Living Week®. The national observance’s theme this year is “Keep Connected,” recognizing the increasing opportunity technology offers to enhance the care and overall experience in assisted living communities. The annual observance was created by the National Center for Assisted Living in 1995.

(If applicable) Other activities at [COMMUNITY NAME] during the special week include:

- [EVENT NAME], [DATE], [TIME] - [SENTENCE DESCRIBING EVENT]
- [EVENT NAME], [DATE], [TIME] - [SENTENCE DESCRIBING EVENT]
- [EVENT NAME], [DATE], [TIME] - [SENTENCE DESCRIBING EVENT]

For more information on National Assisted Living Week®, visit www.nalw.org.

[COMMUNITY BOILER PLATE]