

# 2017 National Assisted Living Week® | “Family is Forever”

## Sample Press Release for Assisted Living Communities

[COMMUNITY LETTERHEAD/LOGO]

### For Immediate Release

[MONTH, DAY, YEAR]

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## [COMMUNITY NAME] Celebrates National Assisted Living Week®

*Local long term care community recognizes deep connections between staff, residents during national observance*

[CITY], [STATE] – A weeklong celebration kicks off this Sunday, September 10, and [COMMUNITY NAME] is joining tens of thousands of assisted living communities across the country for the festivities. It’s National Assisted Living Week® through Saturday, September 16, and [COMMUNITY NAME] is honoring this year’s theme, “Family is Forever.”

“When moving a loved one into an assisted living community, you want the peace of mind that they will receive the utmost care by professionals who will treat them like their own family. At [COMMUNITY NAME], we could not take this responsibility more seriously,” said [NAME], [TITLE] of [COMMUNITY NAME]. “We want to take this National Assisted Living Week to thank our amazing staff who consistently go above the call of duty and innately develop deep connections with our residents.”

The “Family is Forever” theme for National Assisted Living Week was inspired by a quote from the famed poet Maya Angelou: “Family isn’t always blood, it’s the people in your life who want you in theirs: the ones who accept you for who you are, the ones who would do anything to see you smile and who love you no matter what.”

National Assisted Living Week was created by the National Center for Assisted Living (NCAL) in 1995 to recognize the role of assisted living in caring for America’s seniors and individuals with disabilities. The annual observance inspires assisted living communities around the country to offer a variety of events and activities to celebrate the individuals they serve, as well as to help educate members of the public about this distinct aspect of long term care.

“We encourage members of the community to come visit [COMMUNITY NAME] during National Assisted Living Week,” said [LAST NAME OF FIRST QUOTE]. “Whether volunteering to spend time with our residents, or learning more about assisted

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living and our services, everyone is welcome to join the [COMMUNITY NAME] family.”

The activities scheduled at [COMMUNITY NAME] encapsulate the “Family is Forever” theme and 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](http://www.nalw.org).

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