

## 2018 National Assisted Living Week® | “Capture the Moment”

### 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 few days 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 [NAME OF EVENT] occurring at [COMMUNITY NAME] on [DATE].

The event is part of our celebrations during National Assisted Living Week®, which begins on Grandparent's Day, Sunday, Sept. 9 and continues through Saturday, Sept. 15. *(If applicable)* Speakers at the [NAME OF EVENT] will include [DIGNITARIES' NAMES].

This year's National Assisted Living Week® theme is “Capture the Moment.” *(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] is a chance to push back against the perception that older adults in assisted living no longer have a purpose or are irrelevant. At [COMMUNITY NAME], we strive to promote each resident's self-worth by celebrating their individuality and offering life-enriching social activities.

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]