

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

Sample Letter to the Editor for Assisted Living Communities

Tip: Most publications will prefer that your letter to the editor (LTE) be exclusive to them—so choose one local newspaper to submit your LTE, and be sure to follow their guidelines for submission. For example, many have a strict word count limit (traditionally, no more than 200 words).

At [COMMUNITY NAME], It’s About Living in the Moment

Getting older is tough. Some of us might find ourselves needing more assistance than our loved ones can provide at home. But just because we age or need support, doesn’t mean we no longer have anything to give.

This week, we celebrate National Assisted Living Week® and its theme “Capture the Moment.” It reminds us to seize the day and continue to find purpose in life. The residents at [COMMUNITY NAME] certainly give purpose to those who work here. And we consider it an honor to not only help residents with their care needs, but also provide life-enriching social activities to help them engage with each other and the larger [CITY/TOWN NAME] community.

Preventing isolation and loneliness is important for our mental, emotional and physical health, especially among seniors. At [COMMUNITY NAME], that’s what we strive to accomplish—holistic, person-centered care for each resident.

You can help give purpose to an assisted living resident as well. Consider volunteering at [COMMUNITY NAME] during National Assisted Living Week and

beyond. Engaging with seniors can be a rewarding experience, and our residents will greatly appreciate the additional companionship and conversation.

(If applicable) Join us this **[DAY]** as we host a **[EVENT NAME]**. To learn more, please contact **[PHONE NUMBER/E-MAIL ADDRESS]**.

[NAME], **[TITLE]** of **[COMMUNITY NAME]**

OTHER IDEAS: ASK A RESIDENT OR A FAMILY MEMBER TO SUBMIT A LETTER TO THE EDITOR

- Consumers want to hear from consumers about their experience. Ask a satisfied resident or family member of a resident to write a letter to the editor on behalf of your community.