

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

## Sample Press Release for Assisted Living Communities

[COMMUNITY LETTERHEAD/LOGO]

### For Immediate Release

[MONTH, DAY, YEAR]

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

*Local long term care community offers enriching engagement for seniors during national observance*

[CITY], [STATE] – A weeklong celebration kicks off this Sunday, September 9, and [COMMUNITY NAME] is joining tens of thousands of assisted living communities across the country for the festivities. National Assisted Living Week® continues through Saturday, September 15, and [COMMUNITY NAME] is honoring this year’s theme, “Capture the Moment.”

“Often, it’s the little, everyday moments in assisted living between staff and residents that deepen bonds, enrich lives and improve care,” said [NAME], [TITLE] of [COMMUNITY NAME]. “Our community’s seniors are unique individuals who still have so much to give, and we are honored to serve them during this pivotal time in their lives.”

“Capture the Moment” hopes to inspire assisted living residents to enjoy the present while still celebrating the past. Many adults 65 and older battle isolation and loneliness as they age, which can impact their mental, emotional and physical health. Community engagement may be the key to combatting this issue, and [COMMUNITY NAME] offers life-enriching social activities to help residents continue to lead fulfilling lives.

Such activities will be offered this week at [COMMUNITY NAME] and include:

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

“We encourage members of the community to come visit [COMMUNITY NAME] during National Assisted Living Week,” said [LAST NAME OF FIRST QUOTE].

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

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**[COMMUNITY BOILER PLATE]**

**ABOUT NALW**

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. For more information on National Assisted Living Week, visit [www.nalw.org](http://www.nalw.org).