

2019 National Assisted Living Week® | "A Spark of Creativity"

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 day or two 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 [EVENT] occurring at [COMMUNITY NAME] on [DATE].

The event is part of our celebrations during National Assisted Living Week®, which begins on National Grandparents' Day, Sunday, Sept. 8 and continues through Saturday, Sept. 14. *(If applicable)* Speakers at the [NAME OF EVENT] will include [DIGNITARIES' NAMES].

This year's National Assisted Living Week® theme is "A Spark of Creativity."
(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 an opportunity to help residents explore their creative side while engaging family members, staff and volunteers.

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]