

2019 National Assisted Living Week® | “A Spark of Creativity”

Sample Press Release for Assisted Living Communities

[COMMUNITY LETTERHEAD/LOGO]

For Immediate Release

[MONTH, DAY, YEAR]

Contact:

[NAME]

[PHONE]

[EMAIL]

[COMMUNITY NAME] Commemorates National Assisted Living Week®

Local, senior living community to help residents explore their creative side during national observance

[CITY], [STATE] – A weeklong celebration kicks off this Sunday, September 8, 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 14, and [COMMUNITY NAME] is honoring this year’s theme, “A Spark of Creativity.”

“Finding a creative outlet can be instrumental to mind, body and spirit—especially among older adults,” said [NAME], [TITLE] of [COMMUNITY NAME]. “National Assisted Living Week emphasizes the role we as caregivers play to help residents find that spark, so they can live life to its fullest.”

“A Spark of Creativity” hopes to inspire assisted living residents to explore their creative side whether through the arts or beyond. Specifically, art therapy can offer many benefits to older adults, such as improving cognitive and sensory-motor functions, fostering self-esteem and self-awareness, cultivating emotional resilience, enhancing social skills, and reducing and resolving conflicts and distress, according to the American Art Therapy Association.

Activities offered this week at [COMMUNITY NAME] 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 our residents can be a rewarding experience and can hopefully light a spark in individuals to continue serving seniors for years to come.”

[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.

OTHER IDEAS: FEATURE A SPECIFIC PROGRAM

- You don't have to list all your events for NALW, sometimes promoting just one event is of interest to reporters.
- If you have a new or long-standing program related to this year's theme (e.g. music or art therapy), you could use this press release to highlight the program's benefits to residents.
- Media may also appreciate a related photo or video to add a visual component to the story.