

2020 National Assisted Living Week® | “Caring is Essential”

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 13, 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 19, and [COMMUNITY NAME] is honoring this year’s theme, “Caring is Essential.”

“This year, COVID has been an enormous, unforeseen challenge that has resulted in every person working in long term care to step up and go above and beyond expectations,” said [NAME], [TITLE] of [COMMUNITY NAME]. “National Assisted Living Week highlights the incredible care provided by essential caregivers in assisted living communities. It is a way to celebrate the dedication of staff, the individuality of residents, and the deep connections formed in these settings.”

While adhering to safety requirements and precautions in place for COVID, 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 keep in touch and visit [COMMUNITY NAME]’s social media pages to stay informed during National Assisted Living Week,” said [LAST NAME OF FIRST QUOTE]. “Also, engaging with our residents, whether through a car parade, writing letters, or window visits, can be a rewarding experience and makes a tremendous difference in the residents’ lives, especially during this time.”

[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.