

## Press Release

Use this template as a starting point for creating a press release about an activity or event at your facility. For assistance with creating a press release, please contact THCA's Communications staff at (615) 834-6520.

**FOR IMMEDIATE RELEASE:**

For additional information contact:

(INSERT ADMINISTRATOR'S FULL NAME)

(INSERT FACILITY PHONE NUMBER)

(INSERT HEADLINE DESCRIBING ACTIVITY HERE. EXAMPLE:  
"FACILITY XYZ CELEBRATES NURSING HOME WEEK WITH XYZ CELEBRATION")

(INSERT YOUR CITY'S NAME), Tenn. – (INSERT FACILITY NAME) is holding/planning/organizing/etc. a/an (INSERT VERY BRIEF DESCRIPTION OF THE ACTIVITIES/EVENT/PROGRAM YOUR FACILITY HAS PLANNED) at (INSERT LOCATION, DATE AND TIME).

(INSERT ADDITIONAL DESCRIPTION OF YOUR FACILITY'S EVENT/ACTIVITY. THIS SHOULD INCLUDE DETAILS ABOUT WHY YOUR FACILITY IS DOING THIS AND WHAT MAKES IT SOMETHING OUT OF THE ORDINARY).

"(INSERT QUOTE FROM ADMINISTRATOR DESCRIBING WHY THE FACILITY IS EXCITED ABOUT THE EVENT/ACTIVITY)," said Administrator (INSERT ADMINISTRATOR'S NAME). "(INSERT CONTINUATION OF QUOTE IF ADDITIONAL QUOTE IS NEEDED)."

(INSERT FACILITY NAME) is a (INSERT NUMBER OF BEDS)-bed member facility of the Tennessee Health Care Association (THCA)/Tennessee Center for Assisted Living (TNCAL), a nonprofit organization whose members include long-term care facilities located throughout the state.

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