



Sample Legislative Visit Press Release

Use this template to write a press release about your legislator's visit to your community. After you have personalized it, paste the text into the body of an email and send it to your local and regional media (newspapers, morning radio, TV talk shows, chamber of commerce, etc.). Remember to send it to us, too! Press releases can be emailed to kmc@CAassistedliving.org.

Contact:
Your Name
Phone #

FOR IMMEDIATE RELEASE:

ASSEMBLYMEMBER/SENATOR [LAST NAME] VISITS [COMMUNITY NAME]

City, State — Date — Staff and residents of [Community Name] recently welcomed their Assemblymember/Senator, the Honorable [full name], to their assisted living community.

If the legislator attended a particular event, include details about the event here. If the legislator was not visiting in conjunction with an event, include details about what the legislator discussed and any positive quotes from residents or staff members. Keep your description of the visit focused and concise.

[Community Name] is a proud member of the California Assisted Living Association (CALA). According to a recent study commissioned by CALA, assisted living is a major contributor to local economies and provides more than 68,000 jobs in the state. There are approximately 8,000 assisted living communities in California that serve as many as 178,000 residents.

About [Parent Company]:

If your community is owned by a parent company, they may have boilerplate language which can be inserted here.