**TEMPLATE MEDIA ADVISORY**

*A media advisory is typically distributed to local media 2-3 days before the event. A follow-up phone call the day preceding the event is also a good practice.*

**INSERT LOGO**

**WHO: [Your Community Name], Senator Jane Doe and Representative Dan Smith**

**WHAT: Legislative Tour and Resident Roundtable**

**WHERE: 111 First Street, Anywhere, IN 46000**

**WHEN: Tuesday, May 9 from 2 p.m. – 3:30 p.m.**

**[Your Community name] Community will host Senator Jane Doe and Representative Dan Smith for a legislative tour and resident roundtable focused on services and supports that support seniors, including the growing demand for quality caregivers. The tour and roundtable are open to the media.**

**CONTACT: Sue Smith**

**Marketing/Communications Director**

**Prairie Hill Community**

**[Your email address] or 111.111.1111**

**PLEASE NOTE: Be sure to inform the elected officials if you plan to contact the media. Most will have a staff media contact who will want to be involved in any communications regarding the event.**

***TEMPLATE MEDIA RELEASE (please use this format)***

Distribute a news release to local media following the event,and include a photo from the event.

FOR IMMEDIATE RELEASE Contact: **[Your Name]**

May XX, XXXX **[Email & Phone]**

**[Your Community Name] Residents Share Ideas and Concerns with Sen. Jane Doe and Rep. Dan Smith**

**[In all CAPS, list the name of your town/city (INDIANAPOLIS, IN)]** – (May XX, XXXX) – Workforce challenges, funding to help seniors age in place and more support to help seniors remain active in the community were the top concerns shared by **[Your Community name]** residents during a recent legislative tour and resident roundtable with Senator Jane Doe and Representative Dan Smith at **[Your Community name]. Use issues of concern to specific to your community.**

“We very much appreciated having our lawmakers with us at **[Your Community name]**,” said **[Resident’s name]**, a resident at **[Your Community name]**. “They make decisions that affect our quality of life, and need to know our needs and concerns.”

During the tour, **[Your Community name]** **[Your ED, Administrator, or other title and name]** highlighted several new innovations in senior living that help seniors age well and live fully, including a new wellness program and sensor technology to assist seniors, families and health care providers detect health changes and overall wellness. **[Last name of ED, Admin, etc.]** also shared concerns with the legislators on the need for increased funding to better support seniors who want to age at home, connected to their families and communities.

“We are seeing a growing demand for services and supports in a population that does not have the financial resources to pay for this care,” said **[Last name of ED, Admin, etc.]**. “Funding for home and community-based services programs is insufficient and has not adapted to meet the evolving needs and increased demands for services from our rapidly-growing aging population.”

A proposal before the legislature this session would reform reimbursement for home and community-based services that help aging Hoosiers choose the best option for their care and provide a more livable wage for caregivers in senior living.

Residents also shared how workforce challenges at **[Your Community name]** Community affect them.

“The staff at **[Your Community name]** work so hard and many of them work double shifts. We see a lot of people who want to keep working here but have to leave to better support their families,” said **[Use the name of a Community representative participating in the visit]**. “Our staff need better wages for the great job they do for us.”

**[Name of ED, Admin, etc. and topic relative to your Community]** said the reform package before the Minnesota Legislature would more adequately fund supports and services based on the actual cost of care. Incremental progress has been made in funding the reform package, but more work needs to be done.

“We know that the relationships between our staff and our residents are a key contributor to the health and wellness of those we serve. We have appreciated the support for Senator Doe and Representative Smith in helping advance these much-needed reforms, and call on them to continue to support solutions that will help us recruit and retain staff and better serve the needs of our residents.”

*Photo Caption: Senator Jane Doe and Representative Dan Smith recently attended a tour and resident roundtable at Prairie Hill Community. Picture (l to r): list names.*