

SAMPLE MEDIA PITCH -- HOME HEALTH/NON-RESIDENTIAL SETTING

For Immediate Release

Contact:

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Newton, NC -- After a year unlike any other, this spring season is bringing renewal and reunions at Abernethy Laurels, a continuing care retirement community, where progress against the COVID-19 pandemic is reducing the need for older Americans to isolate and protect their health and allowing them to reconnect with loved ones.

"After an incredibly challenging year, this is an especially welcome spring," said Executive Director Amber McIntosh. "It is heart-warming to see the residents we serve once again able to visit with friends and loved ones. We know how critical human connections are to the emotional and physical well-being of those we care for, and every reunion we've seen is special and touching."

This couldn't be more true for resident Barbara Courtemanche, who was recently reunited in-person with her husband Ray to celebrate their 65th wedding anniversary. He greeted Barbara wearing a personalized mask with the message "I love you" written in red, along with a bouquet of flowers and a cake. "Their reunion was priceless," said McIntosh. "Our team members will continue to follow the guidelines set forth by the CDC and CMS so our residents can continue with in-person visits and celebrate with those they love."

To ease the impact of social distancing and other restrictions, Abernethy Laurels has followed the guidelines set forth by the CDC and CMS. "We will continue to do our level best through this challenging time so our residents can continue to experience the priceless moments," said McIntosh. "The priceless moment between the Courtemanche's was worth all

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Image attached: Ray Courtemanche and Barbara Courtemanche, resident at Abernethy Laurels