

(Your Logo Here)



**FOR IMMEDIATE RELEASE**

Month Date, Year

**For more information contact:**

Community Contact Name, number, email

**(YOUR COMMUNITY) RAISING AWARENESS  
ABOUT SUCCESSFUL AGING THROUGH  
AMERICAN SENIORS HOUSING ASSOCIATION'S  
'WHERE YOU LIVE MATTERS' INITIATIVE**

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***Informing and Educating Older Adults  
and Adult Children a Top Priority***

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**(Your City and State)** – Aging well is all about where you live. That’s the underlying message behind (your community)’s partnership with the American Seniors Housing Association’s (ASHA) ‘Where You Live Matters’ campaign. As part of the ongoing effort to empower individuals and their families as they address questions related to aging, (your community) is taking steps to connect potential future residents and their families to the ‘Where You Live Matters’ website ([WhereYouLiveMatters.org](http://WhereYouLiveMatters.org)), as well as linking their social media followers with resources.

“Sorting through the senior housing landscape can seem like an overwhelming process,” said (your community) executive director (name). “While we already provide a wealth of information to anyone interested in our community, the ‘Where You Live Matters’ site offers a unbiased, research-based information about senior living options from industry experts, seniors and their families. The videos, articles and infographics help educate consumers by simplifying how to start a senior living search.”

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ASHA notes that much of the aging content presently online is written by marketers, and academic information often fails to communicate clearly. Their new site is part of a larger consumer education initiative aimed at expanding the awareness of why senior living, and its benefits to aging well, are integral to successful aging.

“The website really gets to the facts, as well as the emotional aspect of the decision to move to a community like ours,” (your executive director) said. “Change can be difficult, but this ultimately is a very rewarding process. That’s why we feel so strongly about the ‘Where You Live Matters’ initiative.”

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**ABOUT YOUR COMMUNITY: (Basic information about your community should be included here, along with contact information and your website address.)**

**ABOUT ASHA: For nearly a quarter-century, The American Seniors Housing Association (ASHA), headquartered in Washington, D.C., has been the senior housing industry thought leader, promoting quality and innovation, advancing research, exchanging strategic business information, and influencing legislative and regulatory matters. ASHA continues to meet the unique needs of senior executives who develop, own, operate and finance senior housing.**