[FACILITY LOGO]

**For Immediate Release**

January XX, 2023

Contact: [NAME, EMAIL]

**[FACILITY NAME] Joins Launch Of New National Campaign To Help Attract More Caregivers**

**[CITY, STATE]** – [FACILITY] announced today the launch of Careers in Caring, a new national campaign from the American Health Care Association and National Center for Assisted Living (AHCA/NCAL) to raise awareness of the opportunities in long term care and equip facilities with the necessary resources to attract new caregivers to the field.

“We are excited to partner with AHCA/NCAL in the launch of Careers in Caring,” said [INSERT SPOKESPERSON]. “The long term care facilities in [STATE] have confronted many challenges in hiring more caregivers, and Careers in Caring will be instrumental in helping our facility recruit the best of the best employees to care for our residents.”

Careers in Caring has a dedicated website, [CareersInCare.org](https://careersincare.org/), where job seekers can learn about the opportunities available in the industry, and long term care providers and professionals can find a variety of resources and tools to help in their hiring efforts. The campaign is research-tested, with proven practices to reach potential candidates. The website houses informational videos, messaging materials, social media tools, graphics and much more, to help the long term care industry build a pipeline of dedicated caregivers.

“We love serving our residents, and we want to show others why working in long term care is such a rewarding and fulfilling career,” continued [INSERT SPOKESPERSON]. “We are eager to put these resources to use and hire more caregivers to join us, so our residents continue to have access to high quality care for years to come.”

Visit [CareersInCare.org](https://careersincare.org/).

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[INSERT FACILITY BOILERPLATE]