# *Sample/Template*

# *send out well in advance of event(s)*

# *Invitation Letter to Media*

*Make edits as noted in body of letter; use facility letterhead; make sure to follow-up with a phone call or email.*

(Date)

(Name of the reporter, news editor or radio/TV news director)

(News Organization)

(Street Address)

(City, State, Zip)

Dear (Name):

National Nursing Home Week® begins on **Mother’s Day**, May `11 and continues through May 17,2014.

Residents of skilled nursing care centers (a.k.a. “nursing homes”) are the people who nurtured our community and helped it flourish and grow. They have been the teachers, shop keepers, business people, civil servants, parents and others who have contributed so much to the [**city, town or village**] of [**city, town or village name]**. This week gives us a chance to recognize them as vital to our community.

This year’s National Nursing Home Week ® theme is “Living the Aloha Spirit” and (Name of facility) will be holding a/an [**name of event**(s)] to showcase this week and to spotlight the importance of patient -centered care at our facility in terms of providing a positive environment for our senior and disabled residents. The (event) will be held (enter date and time) and it would be great if you could cover this event.

I know your [**pick one: listeners/viewers/readers]** would like to know about today’s nursing homes and the importance of resident and family satisfaction.

Please contact me if you have any questions or ideas about coverage.

Sincerely,

(Name)

(Title)

(Organization)