Debut Announcement Media Release Template

**IMMEDIATE RELEASE**

**Contact:**

Contact Person: First and Last Name, Title

Company Name:

Telephone Number:

Fax Number:

Email Address:

Web site address

<Community> Moves Beyond Wellness

CITY, ST – <Date> – <Community>, a premier retirement community, is embracing a new frontier of wellness that moves beyond our current expectations by partnering with Masterpiece Living.

Masterpiece Living transforms the perception and experience of aging. Through its unique whole person approach, Masterpiece Living offers a culture that goes well beyond furnishing the basic comforts and security measures of yesteryear. Masterpiece Living supports the continued evolution of the culture to enhance the lives of residents, employees, and the greater community.

Dr. Roger Landry, President of Masterpiece Living shares, “If a community can provide the environment and culture that believes in the growth of their residents, the residents will respond to that. That is what Masterpiece Living is all about – a philosophy that believes in growth in all areas of our lives and achieving this potential, regardless of age.”

[Optional event details:]

<Community> will be debuting Masterpiece Living through an event that celebrates successful aging. <Add additional details about the event here>

[Continue here:]

A ten-year-long MacArthur Foundation Study on Aging revealed that the primary factor leading to successful aging is the choices we make every day. Masterpiece Living partner organizations have individual who are taking on new hobbies, developing new skills, and challenging age-old norms. They have learned that it’s never too late to make a difference in how they age.

Masterpiece Living is the guide to a personal journey of growth and fulfillment, and the means by which a community becomes a place where older adults not only age well, but age successfully. This comprehensive wellness initiative looks at spiritual, intellectual, physical, and social growth to create an overall cultural development plan.

Join us for this special opportunity to discover more about Masterpiece Living. Learn and see first-hand the benefits and potential of this community for yourself. Please register in advance by calling <phone number>.

<Insert brief community history/profile.>

For more information about <community> call <name> at <phone number> or visit the web site at www.<insert web address>

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