

Sample Public Service Announcement

For more information contact: (CONTACT NAME)
(TITLE)
(FACILITY NAME)
(FACILITY ADDRESS)
(CITY, STATE ZIP)
(AREA CODE) (PHONE NUMBER)

Sunday, January 20 through Friday, January 25, 2008, will celebrate a special week for a very special group of people, the nation's Activity Professionals. These are dedicated women and men who help to enrich the daily lives of older adults in long term care facilities, retirement homes, day programs, and senior centers. Activity Professionals provide a variety of programming related to community involvement, mental stimulation, community service, physical well being and all types of activities to maintain normal life pursuits for the elderly. Every activity is designed to meet the needs of the individual.

January 20-25, 2008 is National Activity Professionals Week: a week intended to make the public more aware of the commitment of these important healthcare professionals to serving the needs of senior citizens. For information on how you can assist the Activity Professionals in your neighborhood, contact the activity staff member in your local adult health care facility.

Sample Press Release Information

For more information contact:

Address:

Phone:

10 seconds Air Date 1/20/08
 Kill Date 1/25/08

January 20-25, 2008 is National Activity Professionals' Week, and Station WXYZ salutes Activity Professionals everywhere.

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January 20-25, 2008, is National Activity Professionals Week. Activity Professionals in our community are an important part of long-term health care. These men and women enhance the lives of nursing home residents and spend every day working toward building self-esteem, the social involvement and sense of self-worth of those under their care. They have dedicated themselves to making the lives of many older adults normal and more meaningful. Station WXYZ salutes Activity Professionals everywhere.