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Empire State Association of Assisted Living (ESAAL) Kicks Off Public Awareness Campaign to Reaffirm the Important Role Assisted Living Brings to the Continuum of Care for Seniors in New York

Epoch 5 Public Relations and Cox Media Group Selected to Lead Campaign

Clifton Park, NY – June 2, 2020 – The Empire State Association of Assisted Living (ESAAL) today announced that it has chosen Epoch 5 Public Relations and Cox Media Group to lead a new integrated public awareness campaign. The agencies will collaborate on multi-channel public relations activities that will educate audiences on how assisted living communities are addressing the many challenges surrounding the COVID-19 pandemic.

“COVID-19 is a crisis like no other in our lifetime. It has challenged assisted living communities in more ways than we could have ever imagined,” said Lisa Newcomb, Executive Director, ESAAL. “Every day, ESAAL members are working to address these challenges – from reinventing processes to dealing with changing legislative guidance. We are working tirelessly to comply with directives to provide the best care possible to protect the health and safety of our residents and staff.”

Throughout the COVID-19 pandemic, assisted living communities across New York State have worked closely with local health departments and government officials to follow all DOH and CDC guidelines and mandates. Dedicated employees go above and beyond protocol, with great care, working with residents and delivering essential services, to keep them healthy, happy and engaged. On a daily basis, that could mean arranging Skype or Facebook Live calls for residents to speak with their families, daily ongoing contact with updates, music and art therapy.

“It’s time for the public to hear the overwhelmingly positive feedback we receive from our residents and their families. Every day we interact with our residents like our own family, and

that is especially true during this time when outside visitation is limited. We care for their physical and emotional well-being with the limited resources of a non-medical facility. I'm proud of each of our member's ability to adapt and evolve during this difficult time," added Newcomb.

The campaign will include public relations, marketing and digital advertising components. ESAAL will be focusing its outreach on targeted media, member assisted living communities and employees, residents, families, public officials and the general public.

Throughout the COVID-19 pandemic, ESAAL has been working closely with members, state and local health departments, and government officials to follow all DOH and CDC guidelines and mandates resulting in a very safe model of care.

"Our members each have dedicated and stellar work forces with employees who leave their own families each day to show up to work and care for our residents who are among the most vulnerable to COVID-19," said Newcomb. "We are thankful for their heroism and dedication and look forward to the day when we see our communities filled with visitors and celebrations once again."

Visit the ESAAL homepage regularly for updates and information on what NY-based assisted living communities are doing as phased reopening begins.

About Empire State Association of Assisted Living

Empire State Association of Assisted Living is a not-for-profit organization dedicated to strengthening New York State's assisted living industry and promoting the best interests of providers and residents. Founded in 1979, ESAAL is the only association that exclusively represents the assisted living industry, serving 300 Assisted Living Residences, Adult Homes, Enriched Housing Programs and Assisted Living Programs throughout New York State. These member residences are home to more than 30,000 seniors.

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