

## **Sample Press Release**

**FOR IMMEDIATE RELEASE**  
<DATE>

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**R**esident Councils of Washington

**C**ommemorative

**W**heel/Roll-a-thon

### **Residents Celebrate Resident Rights Week**

Residents of nursing homes and other long-term care facilities across the United States will be celebrating Residents' Rights Week 2009, October 4 – 10, 2009. The week highlights the dignity, choice and individuality of the 2.8 million residents who live in over 60,000 nursing homes, assisted living, and board and care facilities across the country. Throughout the country, residents, family members, ombudsmen, citizen advocates and facility staff will commemorate the week by holding special events that recognize and affirm that residents' rights aren't just good ideas, but a way of preserving individual freedoms that should be supported on a daily basis.

The Resident Councils of WA turns 25 years old, this year. Residents around the state of Washington or (name facility), will celebrate by participating in a Resident Commemorative Wheel/Roll-a-thon in recognition of RCW's 25<sup>th</sup> anniversary as one of its activities during National Resident Rights Week. Residents will collect pledges in denominations of 25 to celebrate and have fun participating in a (wheel-a-thon similar to our poker runs run by local motorcycle clubs. This is where each facility describes its event)

The Resident Councils of Washington (RCW) is an education and service organization serving all long term care residents in Washington State. Resident Councils of Washington has been working with the residents of nursing homes and assisted living (boarding) homes since 1978, a statewide organization since 1984. A resident still has the same need for meaningful opportunities inside and outside his home even though his physical needs have changed. To be involved in an organization that advocates for them, to attend conferences that promote resident leadership and involvement is one way to live a deeper more meaningful life. RCW is celebrating with its residents by having fun and making a difference.

In 1987, the Nursing Home Reform Act was passed, guaranteeing individualized care, promotion of quality of life, and residents' rights to each nursing home resident. The objective of Residents' Rights Week is to increase awareness of nursing home residents' rights and the rights of those in other long-term care facilities.

The National Long-Term Care Ombudsman Program has worked to promote resident rights and resolve complaints for over thirty years. More than 8,000 volunteers and 1,000 paid staff are advocates for residents in all of the states, DC, Guam and Puerto Rico. Authorized under the Older Americans' Act and administered by the Administration on Aging, the program also provides information on how to find a facility, educational programs, and one-on-one consultation to residents, their families and the public on long-term care.