**SAMPLE MEDIA RELEASE**

**For Immediate Release**

**Contact:**

**May X, 2021**

DATELINE – As Mother’s Day approaches, [ ENTITY NAME AND DESCRIPTION ] is saying “thank you” to not only our own mothers, but also those who took care of our mothers this year -- keeping them safe, comfortable and personally connected -- when many of us could not.

“Thanks to a nationwide effort that prioritized COVID-19 vaccinations for older Americans, reunions have begun. For some families, Mother’s Day 2021 will be the first chance to see each other in person for more than a year,” said [ MANAGER, STAFFER, SPOKESPERSON ].

“Many moms also depended on the personal relationships with care workers that have brought joy and companionship during unprecedented times, and helped stave off the depression that separation can bring. Strong bonds were forged and many care workers have become surrogate family members to so many of our moms.”

“As we’re preparing to celebrate the mothers we serve, we are asking our community to think about all the moms who cared for us, and about the care workers who are now caring for them.   Many of these care workers are mothers themselves who risked their lives and those of their own families to care for others.

[ IF POSSIBLE, INCLUDE A QUOTE FROM A RESIDENT, FAMILY MEMBER OR CLIENT ]

[ OUTLINE ANY SPECIAL MOTHER’S DAY OBSERVANCES HERE ]

[ ENTITY NAME IS A ]

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