

[Insert Facility Logo]

FOR IMMEDIATE RELEASE:

Month, Date, Year

Contact: Name and email

[Insert Provider/Facility] Announces Its First COVID-19 Vaccine Clinic

CITY, STATE – [Insert provider/facility] held its first COVID-19 vaccine clinic for residents and staff today. The clinic vaccinated [X] residents and [Y] staff members with the first dose of the [Pfizer/Moderna] vaccine.

“We are pleased to be able to offer the COVID-19 vaccine to our residents and staff,” said [insert spokesperson name, title]. “Our residents have a much higher risk for getting sick, being hospitalized, or dying from COVID-19. Our caregivers live in the community where the virus continues to spread, and yet despite the circumstances, they continue to risk their lives caring for our most vulnerable. This vaccine has been shown to provide a great deal of protection against the virus and will save many lives.”

[Insert provider/facility] will continue to follow all necessary precautions, including wearing personal protective equipment and conducting regular testing, to ensure the utmost safety.

“We are grateful that federal and state officials designated long term care residents and staff as a priority for the first phase of distribution for the vaccine,” continued [insert spokesperson]. “This has been a very challenging year for our staff, our residents and their loved ones. With COVID-19 cases continuing to rise within our community, we know there is still a long road ahead. However, we are encouraged that the U.S. Food and Drug Administration has found the vaccine to be safe and effective. We are hopeful that we can begin to put this pandemic behind us and look ahead to brighter days.”

[Provider/facility name] also announced its participation in a nationwide *#GetVaccinated* campaign. The campaign, led by the American Health Care Association and National Center for Assisted Living (AHCA/NCAL), is a coordinated effort among nursing homes and assisted living communities across the country to encourage vaccination. [Provider/facility name] will use *#GetVaccinated* promotional materials in their facility and social media channels to reassure family members and the public that the facility is one of the safest places in the community.

To learn more about [provider/facility name's] distribution plan, please visit [insert website].

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