

For Immediate Release

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**EMPLOYEE AT BRIGHTVIEW CONCORD RIVER WINS 2018 EXCELLENCE AWARD FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION**

**June 6, 2018** – April Cahill, Activities Assistant at Brightview Concord River, was named a recipient of the Activities Service Excellence Award by the Massachusetts Assisted Living Association (Mass-ALA) at the organization’s annual Excellence Awards Dinner on May 23, 2018. The awards are presented each year to individuals at every level of assisted living who have demonstrated their desire to make a positive difference in the lives of residents and who, in the view of their peers, stand out as role models in the industry.

Cahill is described by her co-workers as a “crucial part of the memory care neighborhood team,” at Brightview Concord River. She has implemented a variety of programs that have truly changed the lives of the residents, including a personalized music program, and a weekly picture presentation that is sent out to staff and families. Cahill always brightens up the resident’s day, and the activities that she plans are truly a highlight for the members of her community.

“With a growing senior population in Massachusetts, it is more important than ever that the assisted living community is supported by dedicated and compassionate employees and volunteers,” said Chris Cullen, chair of the Mass-ALA Board of Directors. “Our 2018 award winners truly exemplify this dedication and compassion, going above and beyond every day to touch the lives of all those in their communities.”

The Activities Service Excellence Award is awarded to an employee at a Mass-ALA provider member organization who works directly with the residents and designs programs to encourage socialization, relaxation and fulfillment. This person provides excellent care above and beyond the call of duty and truly exemplifies the ideal of assisted living by treating all residents with dignity, providing privacy and encouraging independence and freedom of choice.

**About Mass-ALA**

The Massachusetts Assisted Living Association (Mass-ALA, formerly Mass-ALFA) is a non-profit association dedicated to professionally operated assisted living residences in Massachusetts that provide housing and services for individuals with varied needs and income levels. Established in 1990 as a state affiliate of the Argentum (formerly ALFA), Mass-ALA has grown to hundreds of members including assisted living providers and associated professionals. Mass-ALA serves as the voice of assisted living in Massachusetts, providing information and education, and advocating on behalf of our members and the seniors they serve. Mass-ALA promotes a model of care which treats all residents with dignity, provides privacy and encourages independence and freedom of choice.

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