

For Immediate Release

CONTACT:

Kirsten Lance

617-482-0042

443-285-2706

klance@denterlein.com

**EMPLOYEE AT NEWBRIDGE ON THE CHARLES WINS 2018 EXCELLENCE AWARD FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION**

**June 6, 2018** – Jessica Coleman, Director of Nursing at NewBridge on the Charles, was named a recipient of the Employee Leadership 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.

As Director of Nursing at NewBridge on the Charles, Coleman has shaped an engaged and caring nursing team in which all of the nurses go above and beyond the call of duty to ensure that all residents are cared for. Coleman does everything with purpose, and makes a point to get to know every resident and all their family members. She is described by her colleagues as truly the “gold standard of leadership.”

“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 Employee Leadership Excellence Award recognizes department managers or supervisors at a Mass-ALA provider member organization who exemplify leadership through team-building and strong communication skills, and also act as a role model. These individuals help set the standards for the community by exhibiting consistent and high-quality work performance.

**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.

###

