

For Immediate Release

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**EXECUTIVE DIRECTOR AT SEASONS OF DANVERS WINS 2018 EXCELLENCE AWARD FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION**

**June 6, 2018** – John Lamirande, Executive Director at Seasons of Danvers, was named a recipient of the Executive Director 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.

Lamirande exemplifies what it means to be a successful Executive Director at an assisted living community. He effortlessly makes relationships with residents, families, and employees, making a point to stroll through the community each day to say hello to the residents and staff members. Lamirande takes an extremely active role in the community. On any given day he can be found painting walls, serving meals, playing games with residents, or interacting with families. He has immense compassion for the residents and staff, and his presence brings joy to all members of the 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 Executive Director Excellence Award recognizes an executive director at a Mass-ALA provider member organization who enhances the residence by building and leading a strong and high performing team to provide the highest quality of services to residents. This individual excels at building relationships with stakeholders in the community and has created a positive and dynamic culture for employees, which has made a significant contribution to the residents’ quality of life.

**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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