

For Immediate Release

CONTACT:

Kirsten Lance

617-482-0042

443-285-2706

klance@denterlein.com

**EMPLOYEE AT THE BRANCHES OF NORTH ATTLEBORO WINS 2018 EXCELLENCE AWARD FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION**

**June 6, 2018** – Marie Vitale, Program Director at The Branches of North Attleboro, was named a recipient of the Program Innovation 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.

Vitale created the “Community Connection Program,” at The Branches of North Attleboro. This program allows residents to connect with North Attleboro community members by bringing volunteers and residents together for a variety of activities. Through this program, around 30 people visit the community monthly to participate in activities and classes including music and dance programs, knitting classes, and cooking demos. The Branches of North Attleboro first opened this past November, and through Vitale’s program, the community already had a long list of programs and volunteers ready even before it opened its doors to its first residents.

“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 Program Innovation Excellence Award recognizes a resident or staff member at a Mass-ALA provider member organization who enhances the long-term quality of life for residents by developing and implementing an innovative program such as an activity program, health & wellness program or a family relationship program.

**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.

###

