



For Immediate Release

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**ASSOCIATE FROM THE RESIDENCE AT PEARL STREET WINS 2022 EXCELLENCE AWARD
FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION**

August 8, 2022 – Beverly Curry of LCB Senior Living - The Residence at Pearl Street was named the recipient of the Activity Services Excellence Award by the Massachusetts Assisted Living Association (Mass-ALA) at the organization’s annual Excellence Awards Dinner on July 26th, 2022. 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.

Curry has dedicated almost a decade of service to her community with love and compassion for her residents, their family members, and the teams she works with. Her contagious positivity, along with her person-centered approach, has been influential in developing a strong, quality engagement program based on all her residents’ interests. Her colleagues say that Curry “lights up every room she walks into but remains incredibly humble.”

“We are honored to recognize the 2022 Excellence Award winners for their hard work and dedication in ensuring the highest quality of life for older adults, especially during the last two years,” said Brian Doherty, President and CEO of Mass-ALA. “Their commitment to their communities has been exemplary and we are incredibly proud to partner with them in strengthening assisted living across the Commonwealth.”

The Activities Service Excellence Award is awarded to an associate at a Mass-ALA assisted living member community 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](#)) is a not-for-profit association dedicated to professionally operated assisted living residences that provide housing and

services for individuals with varied needs and income levels. Mass-ALA serves as the voice of assisted living, 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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