

≡≡≡ ASSISTED LIVING & MEMORY CARE ≡≡≡

# Aegis Living

**FOR IMMEDIATE RELEASE**

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## **Aegis Living's Crisis File Community Outreach Wins 'Elevate Award' by the California Assisted Living Association**

*Campaign Asks Crucial Question: "Do you have a backup?"*

Monday, October 25<sup>th</sup> (**Rancho Mirage, CA**) Aegis Living is honored to announce that our community outreach "Crisis File" campaign has been selected as the California Assisted Living Association (CALA) 2016 "Elevate" Award winner and presented this week at the annual CALA conference.

The Elevate Award recognizes assisted living providers and industry leaders who create and implement programs that elevate assisted living residents' and staff members' quality of life and engage the community. The red Crisis File campaign aims to help families prepare for an elder care emergency when a quick admission is necessary.

Aegis Living President Judy Meleliat says, "This distinction is a true honor in the assisted living industry. We work daily to nurture a corporate culture that embraces innovation and this program is a product of that mindset."

Crafted by Aegis of Issaquah's Marketing Director Brenda, the red Crisis File contains a checklist of state-required forms needed for admission into respite, assisted living or memory care. "I am blessed to be in a position to advocate for families. I created the Crisis File because I feel it's our duty as industry leaders to prepare and support families in our neighborhood and help support them through the tough conversations."

The program was developed into a companywide public service campaign through advertising, media and social media. Director of Corporate Marketing Communications says, "Now anyone can contact an Aegis Living community across the west coast and pick up a red Crisis File free of charge. We felt it was the right thing to do to serve each neighborhood where we operate."

The 'Elevate Award' was received amid the 800 CALA Conference attendees.

### **About Aegis Living**

Aegis Living is a national leader in retirement, assisted living and Alzheimer's care providing the finest in senior lifestyle emphasizing health, quality of life, well-being and community. Aegis Living is guided by a simple philosophy: strive to treat all people with the highest possible standards. Founded in 1997 and headquartered in Redmond, Washington, privately held Aegis Living operates 29 communities in Washington, California and Nevada with 10 in development. Aegis Living has been honored as "Best Place to Work" by KING 5's Evening Magazine. Glassdoor, the online employee job and management review site, gives Aegis Living 4.5 out of 5 stars. Follow us on Twitter @aegisliving and Facebook at <http://www.facebook.com/AegisLiving>