**National Senior Center Month Sample Press Release**

We encourage you to copy the following news release onto your letterhead and customize it.

[YOUR LOGO OR LETTERHEAD]

FOR IMMEDIATE RELEASE

CONTACT:

[FULL NAME OF CONTACT]

[PHONE NUMBER]

EMAIL ADDRESS]

**Everyone in [CITY] Benefits from Powerful Connections During National Senior Center Month**

***[NAME OF CENTER] delivers unique opportunities for creativity and growth***

[City, State] ([Date])—Today’s senior centers are places of strong connections, linking older adults with not only each other but also ways to improve their health and financial security and give back to their own communities. Senior centers offer a vibrant, action-packed combination of [DESCRIBE 3 MAIN PROGRAMS or VIRTUAL PROGRAMS, FOR EXAMPLE: local fitness center, job and volunteering headquarters, transportation hub, and tasty dining locale].

Senior centers have evolved to provide [DESCRIBE 3 CURRENT PROGRAMS, FOR EXAMPLE: online fitness, fun activities, support groups, and grab and go meals.] September is National Senior Center Month, and [NAME OF CENTER] is celebrating the powerful connections between and for older adults.

From financial planning workshops to cooking classes and dances to technology classes, [NAME OF SENIOR CENTER] is a community hub where older adults find friendship, meaning, and purpose. To share the power of these connections, [NAME OF CENTER] has planned special events to celebrate Senior Center Month, including [NAME OF EVENT OR VIRTUAL LINK] at [TIME, DATE, AND PLACE]. [DESCRIBE THE EVENT IN A SENTENCE OR TWO.]

“David Bowie once said, ‘Aging is an extraordinary process where you become the person you always should have been.’ Our members discovering their best selves every day,” said [DIRECTOR's NAME], director of [NAME OF SENIOR CENTER]. “They demand the opportunity to continue connecting, exploring, and expressing their individuality. We serve them and this community the best we can with fun and engaging programs, while also providing practical tools and resources to help them stay healthy and independent.”

National Senior Center Month emphasizes the tremendous value senior centers deliver in their communities, including programming that empowers older adults to holistically age well and strengthen mind, body, spirit, and community connections.

[NAME OF SENIOR CENTER] also provides [BENEFITS COUNSELING, CONGREGATE MEALS/GRAB AND GO MEALS, VOLUNTEER PLACEMENT, HEALTH SCREENINGS, ETC.].

To learn more about [SENIOR CENTER], call [PHONE NUMBER] or visit [WEBSITE]. The [NAME OF SENIOR CENTER] is located at [ADDRESS].