Local Press Release Template —CDAL Credential

**Contact:**

[Your Company’s Media Contact]

[Media Contact’s Telephone Number]

**FOR IMMEDIATE RELEASE**

[City/Metro Area]

[Your full name] Earns Top Senior Living Professional Credential

[City, State – Date] — [Your full name, company name, city,] recently joined the elite group of assisted living executive directors who have earned the Certified Director of Assisted Living (CDAL) credential from the Senior Living Certification Commission (SLCC). [Your last name] is one of more than [[Number of Current CDALs](http://www.slcccertification.org/certification/certified-directors-of-assisted-living-cdal/)] executive directors who have earned this prestigious designation, since the program launch in 2016.

[Insert personal biographical information if desired]

[Insert company information if desired]

The CDAL examination provides a mechanism to measure judgment, application of knowledge, and problem-solving abilities. It is comprised of questions in the following knowledge domains: Principles and Philosophy of Assisted Living; Resident Care and Services; Customer Experience; Leadership; Operations Management; Regulatory Compliance; Sales and Marketing; and Financial Management.

“The Assisted Living Executive Director Certification program gives leaders access to a high-standard credential which recognizes their experience, competency and professionalism, strengthening our industry’s dedication to providing quality of life to those we serve,” said Argentum Board of Directors Chairman and Silverado CEO Loren Shook. “It demonstrates to consumers and state regulators that the senior living industry is committed to rigorous, professional development and self-regulation in an effort to deliver the best of quality of life to our consumers.”

**About SLCC**

The Senior Living Certification Commission (SLCC) is an independent, non-profit organization committed to establishing credentialing programs for professionals working in senior living. To learn more about the SLCC, visit [www.slcccertification.org](http://www.slcccertification.org).

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