National Press Release Template —CDAL Credential

**Contact:**

[Your Company’s Media Contact]

[Media Contact’s Telephone Number]

**FOR IMMEDIATE RELEASE**

[City/Metro Area]

[Company name] Executive Directors Earn Top Senior Living Professional Credential

[City, State – Date] — [Company name] is pleased to announce that [number] [Company name] executive directors recently joined a select group of fewer than 500 senior living professionals who have earned the Certified Director of Assisted Living (CDAL) credential from the Senior Living Certification Commission (SLCC).

[Quote from Company President or CEO]

The CDAL examination provides a mechanism to measure judgment, application of knowledge, and problem-solving abilities. CDAL credentials help ensure that our community’s executive directors have the knowledge, experience and integrity to provide the highest quality of care for the residents at their respective communities.

Individuals achieving this credential include:

[list organization’s credentialed EDs, the ED’s community (hyperlink to website), City/State]

**About [Company Name]**

[Company description]

**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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