



For Immediate Release
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Botsford Commons lauded for public relations excellence *Michigan Center for Assisted Living honors efforts*

The staff of Botsford Commons' Senior Living Center in Farmington Hills has been honored with the prestigious Excellence in Assisted Living Public Relations Award for 2009 from the Michigan Center for Assisted Living. They earned the award for the media relations accomplished by participating in a number of community service projects throughout the year.

"Assisted living communities and long term care are not end of life, they are a celebration of life worth living," said Diane Zide, Executive Director of Senior Living Services at Botsford. "Friends and family are our biggest referral source, and that is due to satisfied residents, dedicated staff, and the spirit of our seniors, who find fulfillment and joy in enriching the lives of others."

Honorees were judged on the following criteria: How the event/activity improved the public image of the facility and assisted living as a whole; how staff, residents and family members were involved; the efforts of staff to garner media interest; what public relations efforts taught the media; and the amount and quality of the media coverage received.

In addition to its dynamic family of residents, Botsford has been lead in its efforts by Barb Smith, Recreation Program Coordinator, who pursued strong connections with the community, residents' family members and community organizations. Smith worked in tandem with Camille Purdie, Botsford's Senior Marketing Coordinator/Development Officer, who has arranged extensive media coverage.

"Our residents make our jobs fun and fulfilling," Purdie said. "They are vibrant, creative and engaged seniors who are full of richness of life and find such joy in giving back to others."

Botsford seniors' efforts have benefitted women's shelters, Adopt-A-Family, wounded soldiers, children's programs and other causes. Specific projects include crafting pillows for children displaced from their home, making scarves for the needy and connecting with elementary school children through various programs. Last year, this earned the residents the

MCAL Volunteer of the Year award. For those who work closely with them, all accolades are richly deserved.

"They truly are a joy to work with," Smith said. "Our seniors are such a wonderful example of how satisfying the 'golden years' can be."

Botsford Commons Senior Community is a non-profit corporation providing housing and service options for seniors. Located on a 30-acre campus in Farmington Hills, the Community offers a full continuum of care for the area's senior population including short stay rehabilitation, privately owned condominiums, senior apartments and assisted living suites. For more information visit the website at: www.botsfordcommons.org.

Michigan Center for Assisted Living is a statewide association representing Homes for the Aged, Adult Foster Care, Housing with Services Communities, and Independent Senior Housing Providers in Michigan, promoting the highest quality of person centered care and leadership principals. MCAL is also a resource for consumer education and information. Contact MCAL by calling 517.627.1561 or by email at lindalawther@michcal.com.