

For Immediate Release

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**EMPLOYEE AT ZELMA LACEY HOUSE WINS 2018 EXCELLENCE AWARD FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION**

**June 6, 2018** – Tabitha Jones, Marketing Director at Zelma Lacey House, was named a recipient of the Sales and Marketing Excellence Award by the Massachusetts Assisted Living Association (Mass-ALA) at the organization’s annual Excellence Awards Dinner on May 23, 2018. The awards are presented each year to individuals at every level of assisted living who have demonstrated their desire to make a positive difference in the lives of residents and who, in the view of their peers, stand out as role models in the industry.

As Marketing Director, Jones has helped to integrate the Zelma Lacey House into the larger Charlestown and Boston community by participating in various community activities and parades. Through her leadership in these events, Jones, has helped to connect the assisted living community with hundreds of prospective contacts, as well as bring in additional funding. Jones also consistently advocates for the Zelma Lacey House residents. She has helped to improve the resident’s quality of lives by providing residents and their families with outstanding customer service every single day.

“With a growing senior population in Massachusetts, it is more important than ever that the assisted living community is supported by dedicated and compassionate employees and volunteers,” said Chris Cullen, chair of the Mass-ALA Board of Directors. “Our 2018 award winners truly exemplify this dedication and compassion, going above and beyond every day to touch the lives of all those in their communities.”

The Sales and Marketing Excellence Award recognizes a sales or marketing professional at a Mass-ALA provider member organization who excels at promoting their community through the use of innovative, creative sales and marketing techniques, and grows relationships with residents, families and key referral sources. This individual has a track record of collaborating and communicating well with other team members as well as external stakeholders to contribute to the overall success of their community.

**About Mass-ALA**

The Massachusetts Assisted Living Association (Mass-ALA, formerly Mass-ALFA) is a non-profit association dedicated to professionally operated assisted living residences in Massachusetts that provide housing and services for individuals with varied needs and income levels. Established in 1990 as a state affiliate of the Argentum (formerly ALFA), Mass-ALA has grown to hundreds of members including assisted living providers and associated professionals. Mass-ALA serves as the voice of assisted living in Massachusetts, providing information and education, and advocating on behalf of our members and the seniors they serve. Mass-ALA promotes a model of care which treats all residents with dignity, provides privacy and encourages independence and freedom of choice.

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