

For Immediate Release

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**VOLUNTEER AT HARRIET & RALPH KAPLAN ESTATES WINS 2017 EXCELLENCE AWARD FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION**

**June 6, 2018** – Natalie Kaplan, a volunteer at the Harriet & Ralph Kaplan Estates, was named a recipient of the Volunteer 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.

Kaplan has been a faithful and creative volunteer at Harriet & Ralph Kaplan Estates for many years. Kaplan, who is 90 years old, helps out at every level of the organization, and has had an impact on everything from fundraising to resident care and programming. Kaplan has helped to implement a speaker program at the community where she has been able to line up an amazing group of speakers – even booking them up to five months in advance! Through this program, residents have been challenged to stretch their minds, and each month the residents look forward to what new speaker will come to the community. Kaplan is a role model both for the residents and the staff, and she has served as an inspiration to the entire community.

“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 Volunteer Excellence Award recognizes a person who is not a resident or employee at an assisted living residence, but who has still given their time and talents at a Mass-ALA provider member organization to enhance the quality of life for the residents within the 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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