

For Immediate Release

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**EMPLOYEE AT NEW HORIZONS AT MARLBOROUGH WINS 2018 EXCELLENCE AWARD FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION**

**June 6, 2018** – Cheryl Rank, Health Services Director at New Horizons at Marlborough, was named a recipient of the Care/Wellness 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.

For the past six years, Rank has served as the Health Services Director at New Horizons at Marlborough, and during that time she has done an amazing job of staying connected to the over 300 seniors who live in the community, as well as the resident’s family members and loved ones. Along with her role as Health Services Director, Rank was recently given oversight over community services and programming. In this role, she created a Resident Activity Committee comprised of residents from both independent and assisted living. This committee has directly led to fourteen brand new programs added to the community’s calendar in just six months.

“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 Care/Wellness Excellence Award is awarded to an employee at a Mass-ALA provider member organization who works directly with the residents to ensure a quality of life for all seniors through compassionate, truly excellent care, which goes above and beyond the call of duty.

**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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