



## AAPACN Organizational Member Media Toolkit

Here are some ready-to-use **announcement templates** that AAPACN organizational members can adapt to share their membership with local and industry media. There are three variations provided: a [press release](#), a [short media announcement](#), and a [quote-style social/news blurb](#).

### How and Why to Use This Press Release

As an AAPACN organizational member, you've made a strong investment in your nursing team and in the quality of care your organization provides. Sharing that commitment publicly helps you:

- **Highlight your leadership** in supporting professional growth and excellence in resident care
- **Build trust** with families, residents, and your community by showing your dedication to ongoing staff development
- **Increase visibility** in local and industry media as an organization that values quality, compliance, and best practices
- **Attract and retain talent** by showcasing the resources and professional opportunities available to your nursing staff

We've created a ready-to-use **press release template** you can customize with your organization's name, quotes, and contact details. Once complete, you can:

- Submit it to local newspapers and industry publications
- Post it on your website's news or blog section
- Share it on your social media channels
- Include it in internal or community newsletters

Using this press release positions your organization as a leader in post-acute care nursing while reinforcing the value of your AAPACN membership.



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AAPACN.org

## 1. Full Press Release Template

[Organization Logo Here]

**FOR IMMEDIATE RELEASE**

[Date]

### **[Organization Name] Joins National Association Advancing Excellence in Post-Acute Care Nursing**

[City, State] — [Organization Name] is proud to announce its organizational membership with the [\*\*American Association of Post-Acute Care Nursing \(AAPACN\)\*\*](#), a national leader in supporting long-term and post-acute care (LTPAC) nurses.

This membership represents [Organization Name]’s ongoing commitment to investing in nursing leadership, staff proficiency, and excellence in resident care. As an AAPACN organizational member, our team will have access to:

- Industry-leading education and professional certifications such as RAC-CT®, RAC-CTA®, DNS-CT®, and QCP®
- Ongoing training and tools to support regulatory compliance, survey readiness, and quality outcomes
- A community of peers and thought leaders shaping the future of LTPAC nursing

“Joining AAPACN strengthens our commitment to both our residents and our staff,” said [Executive Name, Title]. “With access to nationally recognized training and resources, our nurses will be better equipped to lead, adapt, and deliver the highest quality of care.”

AAPACN organizational membership provides a way for facilities to advance the knowledge and leadership capacity of their nursing staff, improving both care outcomes and workforce engagement.

For more information about [Organization Name] and its commitment to excellence in care, please visit [Organization Website].

#### **Media Contact:**

[Name]

[Title]

[Email] | [Phone]

## 2. Short Media Announcement

### **[Organization Name] Invests in Nursing Excellence with AAPACN Membership**

[City, State] — [Organization Name] has joined the [\*\*American Association of Post-Acute Care Nursing \(AAPACN\)\*\*](#) as an organizational member. Through this membership, our nursing leadership and staff will benefit from advanced training, nationally recognized certifications, and resources that strengthen care delivery and team development.

“Our investment in AAPACN membership is an investment in our people and the residents we serve,” said [Executive Name, Title].

## 3. Quote-Style News / Social Blurb

We’re proud to announce that [Organization Name] is now an **organizational member of the American Association of Post-Acute Care Nursing (AAPACN)**. This partnership ensures our nursing team has access to industry-leading education, certification, and resources to empower us to deliver the highest quality of care.

[Executive Name, Title] shares:

“By joining AAPACN, we’re not only strengthening our nursing leadership but also reinforcing our commitment to exceptional resident care.”