



For Immediate Release:
July 17, 2009

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Assisted Living Association Launches New Web Site

ALBANY, NY – The Empire State Association of Assisted Living has created a new web site to assist the public search for quality senior housing and communicate with association members.

ESAAL is a trade association dedicated to strengthening the state’s assisted living industry on behalf of members and the public. Throughout the year, ESAAL advocates for the passage of policy and legislation that protects New York’s seniors while not driving up the cost of assisted living. ESAAL includes 240 state-licensed member residences that are home to more than 20,000 seniors.

The new site, www.esaal.org, features a membership directory that allows visitors to search for a state-licensed residence in their communities or across the state; a members-alert page that offers periodic updates on issues affecting the assisted living industry; and a Policy Issues tab, where users can read about government activity that could impact the assisted living industry. In addition, the site contains consumer-friendly content, including Frequently Asked Questions such as What is Assisted Living, and Is Assisted Living Right for You?

“The new ESAAL web site is a major tool to communicate with our stakeholders, which includes lawmakers, association members and the general public,” said Lisa Newcomb, ESAAL executive director. “One of our aims is to help consumers educate themselves about some very complex issues that could affect their choice of an assisted living residence. In addition, members benefit by having access to information that helps them make better decisions for their operations and their residents.”

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ESAAL is a not-for-profit organization founded in 1979 to strengthen New York State’s assisted living industry and promote the best interests of providers and residents. It is the only association that exclusively represents the assisted living industry, serving more than 240 Assisted Living Residences, Adult Homes and Enriched Housing Programs throughout New York. These member residences are home to more than 20,000 seniors.