

Executive Director
Pacifica Senior Living Portland - Portland, OR
1808 SE 182nd Ave
Portland, OR 97233

Congratulations!

On behalf of SeniorAdvisor.com, I am pleased to inform you that **Pacifica Senior Living Portland - Portland, OR** has been rated by your families as **The Best of Senior Living in Portland for 2018**.

Now in their fifth year, the SeniorAdvisor.com Best of 2018 Awards recognize senior living and home care providers who receive consistently high ratings and positive reviews from their residents, families and visitors. ***This exclusive designation is awarded to the top one percent of providers in the United States and Canada.*** Your families think you're terrific. We launched SeniorAdvisor.com in 2013 to introduce consumers to the Best of the Best in senior care, and we're proud to feature you in that list.

You can view the full list of award-winners online at
www.senioradvisor.com/awards/best-assisted-living

Enclosed you will find your exclusive award certificate, limited edition window decal, and a sheet of award stickers. You will also find a marketing checklist and press template, which suggest ways you can celebrate this award with your families and staff, as well as share it with prospects to promote your business. The marketing checklist explains how you can receive additional award collateral, including a **beautiful plaque, staff buttons and lanyards, and a customized banner for your business**, so be sure to check it out.

Thank you for all you do to help seniors and their loved ones. You care, and it shows. If you have any questions regarding this award, please contact our Customer Experience team at awards@senioradvisor.com.

Best wishes,



Eric Seifert
President
SeniorAdvisor.com

SeniorAdvisor.com Best of 2018 Awards



SeniorAdvisor.com 2018 Best of Senior Living Winner Press Kit

Great press is still one of the best ways to bring in new customers and broadcast your brand. Enclosed is a press release template that should be customized with your information and used to publicly share the news that your organization has won a SeniorAdvisor.com 2018 Best of Senior Living Award. We've given suggestions on how you can share your award press announcement with the public below.

For a digital copy of this press release template and a .png file of the Best of 2018 Award Logo, please sign in to SeniorAdvisor.com and click "View My Offices" under your name to access the "My Award" menu. For additional assistance, you can contact our Customer Experience team at awards@senioradvisor.com.

Once your press release has been published you are eligible for our Gold Level of the Pride Awards. Just complete the *Request Your Pride Package!* from in the "My Award" menu and we will contact you to receive your specifications for a free customized banner for your business (up to \$100 value).

How to Share Your Press Announcement with the Public

Once your press release has been approved by your organization, you should take the following steps to share the announcement with the public:

- If you do not have a PR contact or agency, we recommend purchasing the Premium package from PRWeb to share your release - this is a quick and easy way to get a LOT of press. Visit <http://service.prweb.com/pricing/package/premium/> for more information.
- Post the press release on your organization's website or blog. Share the press release page on all of your social media outlets announcing your winning status.
- Send local news outlets a copy of your press release, including your local business journal, daily newspaper and broadcast news stations.
 - Contact information for an editorial team can usually be found on the outlet's website under "Contact Us" or "News Tips."
 - Be prepared to share some highlights about your business and what makes you award-winning in your families' eyes.
 - Offer to share the SeniorAdvisor.com Best of 2018 Award logo.
- Share the press release and/or any resulting press stories with your organization's employees, residents and other stakeholders (via email, social media, etc.)
- **Once your press release has been published, complete the *Request Your Pride Package!* form in the "My Award" menu and we will contact you to receive your specifications for a customized banner for your business (up to \$100 value).**

SeniorAdvisor.com Best of 2018 Awards

PACIFICA SENIOR LIVING PORTLAND - PORTLAND, OR Wins 2018 Best of Senior Living Award From SeniorAdvisor.com

[CITY, STATE, DATE] - Pacifica Senior Living Portland - Portland, OR is proud to announce that they have been selected as one of the 2018 Best of Senior Living Award Winners on SeniorAdvisor.com, the largest ratings and reviews site for senior care and services in North America and Canada.

SeniorAdvisor.com is in their fifth year of hosting the Best of Senior Living Awards. SeniorAdvisor.com's Best of 2018 Award winners represent the best of the best of in-home care, assisted living, and other senior living providers, based on the online reviews written by seniors and their families. This exclusive designation honors the top one percent of senior care providers across the United States and Canada.

The annual SeniorAdvisor.com Best of Awards tabulates over 150,000 family created reviews to find the highest quality care providers for this honor. Of the nearly 45,000 communities currently listed on SeniorAdvisor.com, just over 1,600 were recognized with this prestigious award.

Pacifica Senior Living Portland - Portland, OR is one of the only winners in Portland, OR, and regularly receives exceptionally positive reviews from their senior customers and their families like this one: [*Include a quote from one of your favorite reviews on SeniorAdvisor.com*]

"As SeniorAdvisor.com's 'Best of Senior Living' awards enters its fifth year of honoring the top family rated communities and care providers, we are proud to say that the bar has been raised." said Eric Seifert, President and COO of SeniorAdvisor.com. "In order to ensure only the best communities and care providers win, we decided to make the criteria harder than ever and we saw over 1600 winners rise to the occasion. Each year we are more and more impressed with the quality of winners and look forward to spreading the word about these award winning organizations."

To qualify for inclusion in the Best of 2018 Awards, care providers must have maintained an average overall rating of at least 4.5 stars while receiving four or more new reviews in 2017. Additional details and a complete list of award winners can be found on SeniorAdvisor.com. To see the full list of award winners in Portland, please visit <https://www.senioradvisor.com/portland-or/assisted-living>.

About SeniorAdvisor.com LLC

SeniorAdvisor.com is the largest consumer ratings and reviews site for senior living communities and home care providers across the United States and Canada with over 150,000 trusted, published reviews. The innovative website provides easy access to the information families need when making a senior care decision, and features trusted reviews and advice from local residents and their loved ones. For more information, please visit www.SeniorAdvisor.com or call (866) 592-8119.

About Pacifica Senior Living Portland - Portland, OR

[*BOILERPLATE PARAGRAPH ABOUT YOUR ORGANIZATION - We encourage you to include the award in your boilerplate, e.g. "Winner of the Best of 2018 Award on SeniorAdvisor.com"*]

Marketing Checklist

Great news! You can access all of your award materials online. Here's how:

1. Sign in to SeniorAdvisor.com. To do this, click "Log In" on the top right hand corner.
2. Click your name in the top right to select "View My Offices" from the drop-down menu.
3. Click "My Award" on the left to access all of your award items. To order any of the Pride Level awards items, simply complete the marketing actions for that Pride Level and fill out the Request My Pride Package! form in your Manager app.

As always, SeniorAdvisor.com wants to do more to make this awards program common knowledge among consumers - including your potential customers. Why would we want to do that? Because it helps your community get more out of the award - specifically, more moves.

But we need your help.

Every year we encourage participation in the Pride Levels, which seek to arm award winning communities with even more ammunition to show off their award. Are you proud of your awesome award? Good! You should be! This is a fantastic achievement that puts you and your team in the top 1 percent of the care providers in North America. Together, let's spread the news about your impressive achievement.

Which award items do you want?

Take a look at the details below. Each pride Tier has steps that you must complete in order to get the additional award materials to show off your winning status. Once you've completed the marketing actions for that particular pride level, simply fill out the **Request My Pride Package!** from in your manager app on SeniorAdvisor.com and we will send you your award items - absolutely free! Each pride level builds on the actions from the previous level (so once you complete all the actions from the Bronze level, you only need to do one more thing to receive the new pride items from the Silver level, and so on).

Choose your pride level on the next page to get started...

SeniorAdvisor.com Best of 2018 Awards

SeniorAdvisor.com Best of 2018 Awards Pride Levels...

BRONZE	SILVER	GOLD	PLATINUM
<ul style="list-style-type: none"> • Certificate • Window Decal • Stickers 	<ul style="list-style-type: none"> • Certificate • Window Decal • Stickers • PLAQUE 	<ul style="list-style-type: none"> • Certificate • Window Decal • Stickers • Plaque • CUSTOM BANNER 	<ul style="list-style-type: none"> • Certificate • Window Decal • Stickers • Plaque • Custom Banner • STAFF BUTTONS AND LANYARDS
  	   	    	      

Remember, these award items are absolutely FREE. All you have to do is complete the marketing actions for each Pride Level, notify us through the *Request My Pride Package!* form in your manager app on SeniorAdvisor.com, and we will send you your awards items – absolutely for free! Each pride level builds on the actions from the level before (so once you complete all the actions from the Bronze level, you only need to do one more thing to receive the new pride items from the Silver level, and so on).

BRONZE PRIDE

Congratulations! As an award-winner, you're in an elite group that makes up the top 1 percent of providers in North America. Start at this level to begin spreading the word about your amazing organization!

You receive for FREE:

- Award certificate
- Window decal
- Stickers



Show Off Your Award Pride! Here's what you need to do:

- ☐ Post your **decal** in your front window of your business
- ☐ Frame and display your **award certificate**
- ☐ Add the **stickers** to your brochures - *To order more FREE stickers:*
 1. Please sign in to SeniorAdvisor.com. Click Log In in the top right hand corner to do so.
 2. Click your name in the top right to select "View My Offices" from the drop-down menu.
 3. Click "My Award" on the left.
 4. Click "Request My Pride Package!" and complete the form. Sticker orders are fulfilled weekly.

For more ideas marketing your award, please visit our blog for an exclusive checklist:

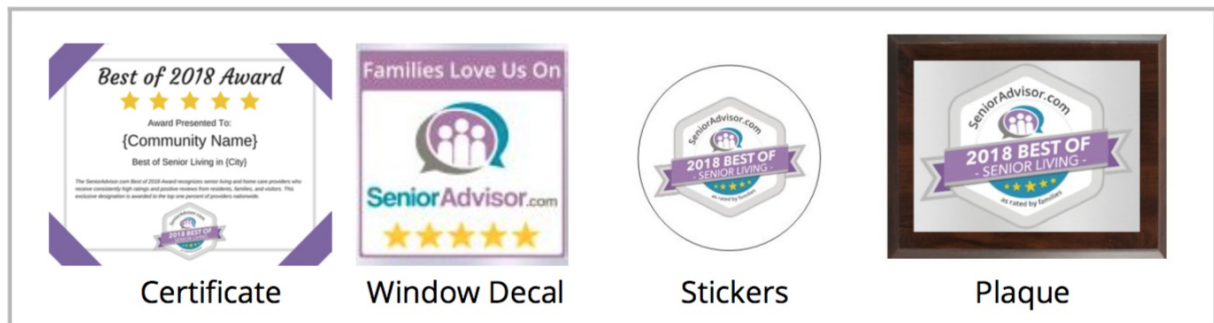
<https://www.senioradvisor.com/blog/2016-awards-checklist/>

SILVER PRIDE

Do you have more Award Pride than the average Joe? We bet you do! Here's what you need to do to receive your limited edition Award Plaque (a \$50 value!) to display prominently in your lobby.

You receive for FREE:

- Award certificate
- Window decal
- Stickers
- **Plaque (NEW to this level!)**



Show Off Your Award Pride! Here's what you need to do:

- ☒ Post your **decal** in your front window of your business
- ☒ Frame and display your **award certificate**
- ☒ Add the **stickers** to your brochures - *to order more FREE stickers, please see Bronze level.*

☐ ***NEW TO THIS LEVEL*** To receive your **FREE AWARD PLAQUE**, you must add the **Best of 2018 Award badge** to your website. Here's how:

1. Please sign in to SeniorAdvisor.com. Click Log In in the top right hand corner to do so.
2. Click your name in the top right to select "View My Offices" from the drop-down menu.
3. Click "My Award" on the left.
4. Click "Badge Code Snippet" to receive the snippet of code your IT team needs to copy and paste for the web badge to display on your website or blog.

Once you've uploaded the badge code to your website, complete the *Request Your Pride Package!* from in your Manager app and we will send you your plaque for free! Plaque orders are fulfilled weekly.

For more ideas marketing your award, please visit our blog for an exclusive checklist:

<https://www.senioradvisor.com/blog/2016-awards-checklist/>

GOLD PRIDE

The Gold Pride level is for those who go above and beyond. If that's you, here's what you need to do to get your limited edition Award Plaque (a \$50 value!), plus your very own custom banner for your business (up to \$100 value) to encourage prospects to move in!

You receive for FREE:

- Award certificate
- Window decal
- Stickers
- Plaque
- **Custom banner (NEW to this level!)**



Show Off Your Award Pride! Here's what you need to do:

- ☒ Post your **decal** in your front window of your business
- ☒ Frame and display your **award certificate**
- ☒ Add the **stickers** to your brochures - *to order more FREE stickers, please see Bronze level.*
- ☒ Proudly display your **award plaque** you earned in the *Silver level.*
- ☐ ***NEW TO THIS LEVEL*** To receive your **FREE CUSTOM BANNER**, announce the

news of your award with the public via press release! The enclosed Press Kit contains a customizable press release and tips on connecting with your local news outlets.

Once your press release has published, complete the *Request Your Pride Package!* form in your Manager app and we will contact you to receive your specifications for a free customized banner for your business (up to \$100 value).

For more ideas marketing your award, please visit our blog for an exclusive checklist:

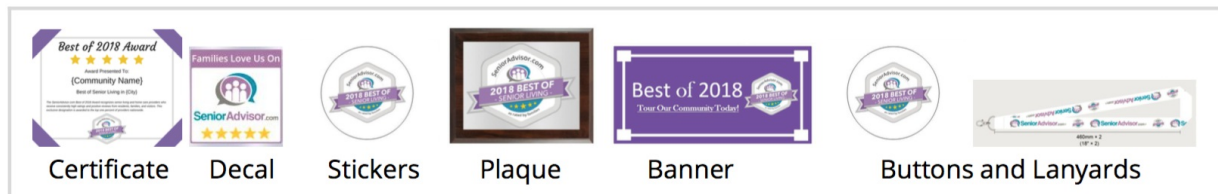
<https://www.senioradvisor.com/blog/2016-awards-checklist/>

PLATINUM PRIDE

Do you have the *ultimate* pride? Then the Platinum Pride level is for you! Here's what you need to do to get your limited edition Award Plaque (a \$50 value!), a custom-made banner just for your business (up to \$100 value), and buttons and lanyards (NEW this year!) for your entire staff to wear during your tours and special events!

You receive for FREE:

- Award certificate
- Window decal
- Stickers
- Plaque
- Custom banner
- **Buttons and lanyards for your staff (NEW to this level!)**



Show Off Your Award Pride! Here's what you need to do:

- ☒ Post your **decal** in your front window of your business
- ☒ Frame and display your **award certificate**
- ☒ Add the **stickers** to your brochures - *to order more FREE stickers, please see Bronze level.*
- ☒ Proudly display your **award plaque** you earned in the *Silver level.*
- ☒ Hang your **custom banner** you received in the *Gold level.*
- ☐ ***NEW TO THIS LEVEL*** To receive your **FREE STAFF BUTTONS AND LANYARDS**, you must install the

SeniorAdvisor.com Reviews Widget or Banner on your website. Visit <https://www.senioradvisor.com/widgets> to get yours or access the code within your Manager app.

Once you've installed the widget, complete the *Request Your Pride Package!* from in your manager app. Button and lanyard orders are fulfilled weekly.

For more ideas marketing your award, please visit our blog for an exclusive checklist:

<https://www.senioradvisor.com/blog/2016-awards-checklist/>