



***More than 20 positive press hits
in prominent national,
international, and local outlets
since COVID-19.***



THE
IRISH
TIMES

 Ziegler
CAPITAL :: INVESTMENTS :: ADVICE

The
New York
Times

Mother Jones

McKnight's
LONG-TERM CARE NEWS


NEJM

Health Affairs

 Skilled Nursing News

 OCALA.com
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Bridge

 SENIOR HOUSING NEWS

HUFFPOST

MVTimes

Richmond
Times
Dispatch

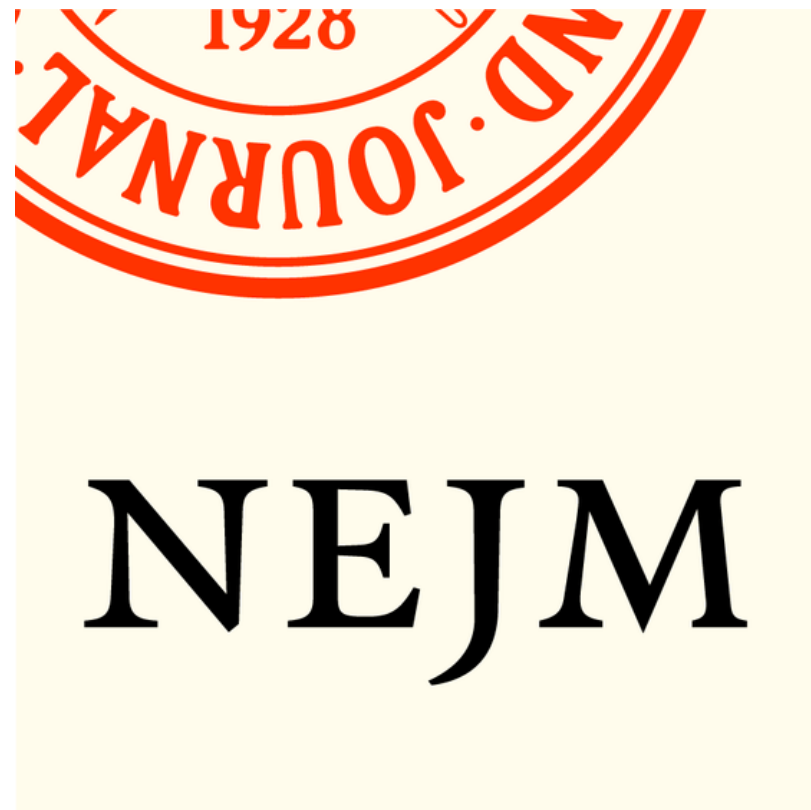

nextavenue

McKnight's
SENIOR LIVING
News, perspective and analysis

UNDARK

NEW YORK


the north grenville
TIMES



"Smaller-scale, high-quality group models, such as the Green House Project, provide care in small, self-contained, family-style houses with a small number of residents. Such models could offer one community-based alternative to nursing homes."



The Economist



"The Green House consists of ten homes, each with 10-12 housemates. There are no vinyl floors, no dinners on trays and no bingo. 'Do you have planned activities in your home?' asks Mr McAlilly. 'If it isn't in a home it isn't in a Green House.'"




"Fortunately, the country has a growing network of miniature nursing homes, certified by the Maryland organization the Green House Project."



The
New York
Times

“It’s time to really focus on private rooms in nursing homes,” said Karl Pillemer, a gerontologist and researcher at Cornell University. In the Green House model, for example, a dozen residents live in private rooms with homelike common spaces and assigned staff who know them well.





How a Nursing Home Developer
Made Green Houses Work: 'It's
Not Hard to Pencil Out'

**Add a headline and logo to your
website and social media profiles.**

- Include a logo and quote on your website above the fold.
- Add the same thing to your social media pages.
- Consider creating a media or press coverage page (and/or a link to the GHP press page) on your website.

Share the articles on Facebook and other social media channels.

Some suggested messages/posts:

"Thanks so much to [@mediaoutlethandle](#) for [featuring/mentioning] the Green House model recently. Read/listen/watch here: [link to article]"

"Did you hear the news? [@mediaoutlethandle](#) gave us their stamp of approval! Thanks! Check it out: [link to article]"





Mention it in your pitches to get further press coverage.

Here are some suggestions messages:

- Try to share similar pieces (or quotes) that comport with the angle you're pitching.
- When pitching a reporter/outlet about your community, note that the spokesperson for The Green House Project has been quoted in major publications. This reinforces credibility and piques their interest.



Circulate internally with your team, with elders and their family members.

Your internal audience are the most likely to be impacted by the coverage and to share it.

What's more, positive press creates pride among your team and those living in Green House homes!



Keep Up with the Coverage: Follow us on Social Media

Facebook: @GreenHouseHomes

Twitter: @GreenHouse_Proj

LinkedIn: www.linkedin.com/company/the-green-house-project

YouTube: www.youtube.com/user/greenhouseproj

Instagram: @the_green_house_project

Blog: blog.thegreenhouseproject.org