Facility Letterhead

*Personalize text in red as needed.*

Date

Delegate Name

Pocahontas Building, Room XXX

900 East Main Street

Richmond, Virginia 23219Address

City, State Zip

Senator Name

Pocahontas Building, Room XXX

900 East Main Street

Richmond, Virginia 23219

Dear Delegate \_\_\_\_\_\_\_\_\_\_\_\_\_ and Senator \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:

As the (title/role) at (center name), I am writing to you to request your support for HB 2219/Orrock and SB 1217/Newman to establish truth in advertising for Virginia’s nursing homes.

In 2018 my nursing home was the subject of (an or two) advertisement(s) by a Florida law firm attacking the quality of care we provide. The ad(s) shocked both the residents and staff here. (Add a description of the resident and staff reaction to the ad.)

From a personal perspective, I was saddened and disappointed to see (center name) targeted by the ad.

I have worked at here for (insert number) years, and I take pride in caring for my residents. In many cases, we are their only family members and we love them. Our residents are (add descriptions like teachers, veterans, and firemen)—individuals who have lived in our community for years. These predatory lawyers are trying to profit at the expense of our facility’s trusted reputation.

Seniors are an important part of our community, and I want to make sure we are here for them when they need nursing care. Our facility is a great place to work and is an important part of the (insert town/city) community.

Thank you in advancing for supporting this important legislation that will clarify what information about our survey report can be used in legal advertising

Sincerely,

Name

Title