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Contact Marlene Hendrickson

703.914.9200 ext. 24 or [mhendrickson@alfa.org](mailto:mhendrickson@alfa.org)

## National Awards Honor Heroes of Senior Living

*ALFA awards recognize superior care and service to seniors*

*For immediate release* – Alexandria, VA – The Assisted Living Federation of America (ALFA) has announced the recipients of its Hero Awards for 2010. Six extraordinary professionals in senior living have been selected from a pool of nearly 1,000 nominations for ALFA's prestigious Hero Awards program, which each year recognizes superior care and service to seniors and to the senior living business.

The number of outstanding nominations for the ALFA Hero Awards this year marked an all-time high. Nominations were reviewed by ALFA's selection committee of senior living professionals and resulted in this year's six ALFA Heroes of Senior Living. Award recipients will be honored at the ALFA 2010 Conference & Expo, May 25-27, in Phoenix, and featured in upcoming issues of ALFA's magazine, *Assisted Living Executive*. Following the conference, multimedia presentations that feature the ALFA 2010 Heroes will be available at ALFA.org.

"Nominated by residents, family members, supervisors, and colleagues, the ALFA 2010 Heroes, and all of those who were nominated, are the outstanding individuals who every day show their strong commitment to serving seniors, says ALFA President and CEO Richard P. Grimes. "Our heroes represent the highest levels of excellence, caring, and dedication in the senior living business. They inspire us all."

### The ALFA 2010 Heroes of Senior Living are:

- **David Dickinson, Executive Director of Victory Center of Bartlett,**  
a Pathway Senior Living community in Bartlett, Illinois
- **Maggie Amick, Memory Care Director at Loyalton of Harrisonburg,**  
an Emeritus Senior Living community in Harrisonburg, Virginia
- **Lorinda Nicol, LPN, Health and Wellness Director at Clare Bridge of Spokane,**  
a Brookdale Senior Living community in Spokane, Washington
- **Diego Gutierrez, Caregiver at Silverado of Belmont Hills,**  
a Silverado Senior Living community in Belmont, California
- **Dominique Marcus, Certified Nursing Assistant at The Village at Carolina's Place,**  
a Five Star Senior Living community in Pineville, North Carolina
- **Debbie Kinsey, Housekeeper at Brightview Avondell,** a Brightview Senior Living community in Bel Air, Maryland

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The rigorous awards competition also named a select group of ALFA 2010 Champions of Senior Living.

“The dedication and passion of our people definitely help make senior living the fastest-growing long-term care option in the United States,” says Grimes. “The high-quality, resident-focused care provided by these outstanding individuals and their communities is what our nation’s seniors need and deserve.”

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**About the Assisted Living Federation of America:** Founded in 1990, the Assisted Living Federation of America (ALFA) is the only national association exclusively dedicated to professionally operated senior living communities. ALFA’s member-driven programs promote business and operational excellence through national conferences, research, publications, and executive networks. ALFA works to influence public policy by advocating for informed choice, quality care, and accessibility for all Americans seeking assistance with long-term care. Visit [www.alfa.org](http://www.alfa.org) for more information. Follow ALFA on Twitter at [www.twitter.com/rickgrimes](https://www.twitter.com/rickgrimes).

**About *Assisted Living Executive* magazine:** ALFA’s flagship publication, *Assisted Living Executive* reaches more than 20,000 c-level and senior executives. Published six times per year, the magazine focuses on best practices and strategic solutions that advance operational excellence for senior living companies. *Assisted Living Executive* is an ALFA membership benefit and also available by subscription. Go to [www.alfa.org/ALE](http://www.alfa.org/ALE) for details. Visit the magazine’s digital edition at [www.alfapublications.org](http://www.alfapublications.org).