

NEWS RELEASES

I craft comprehensive, engaging news releases with meticulous attention to detail, delivering clear, impactful stories that capture attention and inform audiences. I welcome you to scroll through this document to read some of my recent news releases.



2025 Chef of the Year
Community News Release – Templates

Pre-Event

*Content can be adapted and modified to be a short news release or social media post. If using as a news release, send to local and or regional news outlets. **Promotional idea: invite a reporter to the community to join the chef in preparing or tasting the winning dish.***

The [Community Name] executive chef advances to finals in national Chef of the Year competition

[CITY], [State]. [Month] [Day], 2025 — Executive chef, [Name] from [Community Name], is among five national finalists selected to compete in the LCS “Chef of the Year 2025” event. The event recognizes the hospitality and culinary expertise of chefs in senior living. Chef of the Year finalists were chosen by a panel that evaluate participant recipes, plated dishes, and videos emphasizing work in their respective communities. Culinary artists will demonstrate their skills on July 31 at the Sysco Test Kitchens in Houston, Texas.

The five finalist chefs will battle head-to-head in a three-round “chopped-style” cook-off competition in front of a live audience. The high-stakes culinary challenge will feature mystery basket ingredients, celebrity judges, and intense elimination rounds. Creativity, speed, and skill will be put to the test, and only one will emerge as the Chef of the Year and take home the \$10,000 grand prize!

Post-Event

*Content can be adapted and modified to be a short news release or social media post. If using as a news release, send to local and or regional news outlets. **Note: Templates are provided to cover the competition winner and runner-up. These can be adapted as appropriate for your community.***

WINNER: 2025 Chef of the Year

[Community Name] executive chef wins 2025 Chef of the Year title

[CITY], [State]. [Month] [Day], 2025 — [Community Name’s] executive chef, [Name], has received the coveted LCS “Chef of the Year 2025” award after rising to the occasion and conquering the three-round, “chopped-style” cookoff on July 31 at the Sysco Test Kitchens in Houston, Texas. Additionally, [Name] will bring home a \$10,000 grand prize. As one of five finalists, [Name] came out on top with a winning dish featuring [explanation of dish].

[Insert quote here from the executive chef]

The annual competition celebrates the hospitality and culinary talents of chefs located in senior living communities owned and managed by Life Care Services, An LCS Company. [Community name] hosted a live watch gathering of the event for residents and staff to support [Name] in the competition.

[Insert more details about the executive chef here — how long they have been at the community, any other awards, specialty dishes, etc.]

[Insert quote from the community executive director]

To learn more about [Community Name], visit [Website Link].

RUNNER-UP: 2025 Chef of the Year

[Community Name] executive chef earns runner-up award

[CITY], [State]. [Month] [Day], 2025 — [Community Name’s] executive chef, [Name], has been named the LCS runner-up in the “Chef of the Year 2025” competition after battling in the three-round, “chopped-style” cookoff on July 31 at the Sysco Test Kitchens in Houston, Texas.

[Insert quote here from the executive chef]

The annual competition celebrates the hospitality and culinary talents of chefs located in senior living communities owned and managed by Life Care Services, An LCS Company.

To learn more about [Community Name], visit [Website Link].



FOR IMMEDIATE RELEASE

Contact:
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LCS Announces 2025 Chef of the Year Finalists

The annual competition celebrates the hospitality and culinary talents of chefs located in senior living communities owned and managed by Life Care Services.

DES MOINES, Iowa. **May 23**, 2025 — [LCS](#) has revealed the five finalists for the 2025 LCS “Chef of the Year” competition. The event recognizes the culinary expertise of chefs in senior living communities owned and managed by [Life Care Services](#). Chef of the Year finalists were chosen by a panel that evaluated participant recipes, plated dishes, and videos emphasizing work in their respective communities.

The five finalist chefs will battle head-to-head in a three-round, “chopped-style” cook-off competition in front of a live audience on July 31, 2025, at the [Sysco](#) Test Kitchens in Houston, Texas. The high-stakes culinary challenge will feature mystery basket ingredients, celebrity judges, and intense elimination rounds. Creativity, speed, and skill will be put to the test, and only one will emerge as the Chef of the Year and take home the \$10,000 grand prize!

Congratulations to the 2025 Chef of the Year finalists:

- Eduardo Franco — [The Forum at Rancho San Antonio](#) (Cupertino, CA)
- Brandon Martinez — [Amavida at Lakes Park](#) (Fort Myers, FL)
- Steven Pont — [Essex Meadows](#) (Essex, CT)
- Jaime Simoes Jr. — [Freedom Plaza](#) (Sun City Center, FL)
- Michael Wagner — [Mercy Ridge](#) (Timonium, MD)

A live stream of the competition will be available for media and community watch parties. To access the event live stream, please visit the LCS and Life Care Services social media platforms on the days leading up to the event.

Media note: A digital version of this news release is available in the [LCS Newsroom](#).

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2025 Chef of the Year Community News Release – Templates

Pre-Event

*Content can be adapted and modified to be a short news release or social media post. If utilizing as a news release, send to local and or regional news outlets. **Promotional idea: invite a reporter to the community to join the chef in preparing or tasting the winning dish.***

The [Community Name] executive chef advances to finals in national Chef of the Year competition

[CITY], [State]. [Month] [Day], 2025 — Executive chef, [Name] from [Community Name], is among five national finalists selected to compete in the Life Care Services “Chef of the Year 2025” event. Culinary artists will demonstrate their skills on July 31 and Aug. 1 at the Sysco Test Kitchens in Houston, Texas.

Post-Event

*Content can be adapted and modified to be a short news release or social media post. If utilizing as a news release, send to local and or regional news outlets. **Note: several templates provided including samples for title winner and runner up.***

Title Winner:

[Community Name] executive chef wins 2025 Chef of the Year title

[CITY], [State]. [Month] [Day], 2025 — [Community Name’s] executive chef, [Name], has received the coveted Life Care Services “Chef of the Year 2025” award after rising to the occasion and conquering the three-round, “chopped-style” cookoff on July 31 and Aug. 1 at the Sysco Test Kitchens in Houston, Texas. In addition to earning the prestigious title of 2025 Chef of the Year, [Name] will receive a \$10,000 grand prize.

[Insert quote here from the executive chef]

The annual competition celebrates the hospitality and culinary talents of chefs located in senior living communities owned and managed by Life Care Services, an LCS company. [Community name] hosted a live watch gathering of the event for residents and staff to support [Name] in the competition.

[Insert more details about the executive chef here — how long they have been at the community, any other awards, specialty dishes, etc.]

[Insert quote from the community executive director]

To learn more about [Community Name], visit [Website Link].

Runner-Up:

[Community Name] executive chef earns runner-up award

[CITY], [State]. [Month] [Day], 2025 — [Community Name’s] executive chef, [Name], has been named the Life Care Services runner-up in the “Chef of the Year 2025” competition after battling in the three-round, “chopped-style” cookoff on July 31 and Aug. 1 at the Sysco Test Kitchens in Houston, Texas. As the named runner-up of the event, [Name] will receive a \$3,500 prize.

[Insert quote here from the executive chef]

The annual competition celebrates the hospitality and culinary talents of chefs located in senior living communities owned and managed by Life Care Services, an LCS company.

To learn more about [Community Name], visit [Website Link].



FOR IMMEDIATE RELEASE

Contact:
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LCS Supports and Celebrates Pride Month with Resources for Corporate and Communities

DES MOINES, Iowa. June 30, 2025 – Among the core principles of [LCS](#) is a commitment to hospitality promises and cultivating a culture of inclusion, advocacy, and support for all. LCS strives to take frequent initiatives that reflect our hospitality promises.

In 2022, LCS inducted an Employee Resource Group (ERG) program. ERGs engage the diverse backgrounds, experiences, and talents of employees to foster an inclusive environment, support strategic goals, and increase connections throughout LCS. One of the five ERGs at LCS is Pride Alliance. The LCS Pride Alliance is dedicated to celebrating diversity within LCS and fostering a culture of inclusion.

The LCS Pride Alliance recently released an LCS Community Pride Toolkit that serves to empower communities with guidance, inspiration, and resources to support and celebrate LGBTQ+ individuals. The Community Pride Toolkit includes:

- Guidelines for intentional and inclusive care
- Resources to promote unity and allyship
- Ideas and inspiration for Pride celebrations

In 2024, three [Life Care Services](#) managed senior living communities earned Platinum Certification from [SAGECare](#), the country's oldest organization dedicated to improving the lives of LGBTQ+ older adults. Platinum Certification is SAGECare's highest recognition for senior living communities that have completed training and certification to better serve the needs of LGBTQ+ adults.

Through resources, certifications, programs, and more, LCS upholds its adherence to hospitality promises to treat everyone with courteous respect and embrace our differences.

For further information, click [here](#) to view the SAGECare fact sheet on LGBTQ+ aging.

To learn more about the guiding principles at LCS, click [here](#).

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NEWS RELEASE

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For Release: Immediate

APPLE ANNOUNCES RELEASE OF THE IPOD: A MODERN ADVANCEMENT TO MUSIC STREAMING

CUPERTINO, Calif. (November 10, 2001) – The increasingly popular Apple technology company is scheduled to unveil a new product: the iPod. The Apple iPod device is a handheld music-streaming technology that features Apple's impressive library of music content. Users will navigate the music listening experience with control functions like shuffle, repeat, sleep timers, and multiple language settings. The iPod is predicted to revolutionize music consumption as the technology will provide consumers with simpler and cheaper access to music.

The Apple company will introduce the iPod at its headquarters in Cupertino, Calif. on Nov. 10, 2001. Following its unveiling, the new iPod device will be available for purchase nationwide at retailers including the Apple Store, Best Buy, Walmart and several other authorized Apple resellers.

About Apple Inc.

Apple Inc. is a technology company that specializes in the manufacturing and development of computers and complex software. Apple was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. The company has consistently created ground-breaking technology for consumer purposes. Apple Inc. is headquartered in Cupertino, Calif. within what is commonly referred to as Silicon Valley. Through their passion for innovation and collaboration,

Apple Inc. is committed to serving its publics and ensuring that their technology is consistently advanced and state-of-the-art.

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NEWS RELEASE

Contact:

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For Release: Immediate

SAFE AMES/ISU COMMITTEE INITIATIVE ESTABLISHED TO DECREASE VIOLENCE WITH IMPLEMENTATION OF CURFEWS

AMES, IOWA (February 20, 2025) – The City of Ames and the Government of the Student Body have created the Safe Ames/ISU Committee to reduce violence through a citywide curfew. Student Government and City Council will discuss this issue at tomorrow's meetings. The Student Government will meet in the Sun Room at the Memorial Union, while the City Council will meet at its chambers in City Hall. Both meetings start at 7:00 p.m. and are open to the public.

The City and campus have both noticed a dramatic increase in drug-related crimes. Multiple prevention initiatives have already been put in place and tested; however, rates continue to increase. Implementing a city-wide curfew is the last attempt to slow down crime rates in the Ames community. The proposed curfew would require individuals under the age of 16 to be off the streets and out of local businesses by 10 p.m.; 16-18-year-olds may be out until midnight; people aged 19-23 must be off the streets by 1 a.m. These implementations provide hope to bring back safety in the Ames community.

About Student Government and the Ames City Council

The Iowa State University Student Government was founded in 1904 to serve, protect, advocate, and inspire students. Student Government has worked collaboratively with university administrators to improve the student experience at Iowa State. This organization has held a crucial role in shaping the culture and experience at Iowa State University. To help cultivate safe surroundings for students, the Student Government teamed up with the Ames City Council. The Ames City Council consists of the mayor and six council members. This committee is responsible for the social, economic, and environmental success of its community.

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