



FOR IMMEDIATE RELEASE

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CCR is Connecting Communities and Residents

ROANOKE, VA ... March 19, 2020 ... [CCR](#) manages and supports 12 skilled nursing centers that provide short and long-term, as well as memory care to over 1300 people throughout Virginia. In an effort to protect them from COVID 19 (the Coronavirus) and in accordance with guidance from the Centers for Medicare & Medicaid Services (CMS), CCR promptly restricted visitation at each center.

Despite the restrictions, the management and staff found a way to continue the vital connection between the patients and residents and their community. They've set a goal for each of them to receive at least one letter or card from a loved one, employee or member of the public, calling the campaign, "CCR – Connecting Communities and Residents". A team dedicated to Service Excellence is leading the charge at each location, and David Tucker, President of CCR, jumpstarted the initiative with a commitment to send a weekly note to a resident at each of the 12 centers across the Commonwealth.

Even perfect strangers have the power to bring smiles to residents' faces by simply letting them know they're thinking of them. Some suggestions on how the public can help include:

- Send a card with a brief message of positivity or encouragement such as "Just wanted to say hello and tell you I'm thinking of you" or "Sending cheerful thoughts to brighten your day".
- Ask a child to draw a picture for a resident or hand-write a note.
- Consider including a blank age-appropriate puzzle page or a positive story out of a newspaper or magazine
- Be sure to write legibly and in a large print.

If you'd like to participate, post your mail to one of the following 12 CCR centers:

- Abingdon Health & Rehab Center
15051 Harmony Hills Lane
Abingdon, VA 24211
- Carriage Hill Health & Rehab Center
6106 Health Center Lane
Fredericksburg, VA 22407

- Dulles Health & Rehab Center
2978 Centreville Road
Herndon, Virginia 20171
- Dinwiddie Health & Rehab Center
46 Diamond Drive
North Dinwiddie, VA 23803
- Gainesville Health & Rehab Center
7501 Heritage Village Plaza
Gainesville, VA 20155
- Lee Health & Rehab Center
208 Health Care Drive
Pennington Gap, VA 24277
- Manassas Health & Rehab Center
8575 Rixlew Lane
Manassas, VA 20109
- Potomac Falls Health & Rehab Center
46531 Harry Byrd Highway
Sterling, VA 20164
- Radford Health & Rehab Center
700 Randolph Street
Radford, VA 24141
- River View on the Appomattox Health & Rehab Center
201 Eppes Street
Hopewell, VA 23860
- The Woodlands Health & Rehab Center
1000 Fairview Ave
Clifton Forge, VA 24422