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**For Immediate Release – April 1, 2020 – photos attached and available at**  
<https://junipercommunities.com/send-in-the-gowns>

## **Send in the Gowns!**

**Help senior living communities get needed protective gowns and face masks in the fight against COVID-19**

Bloomfield, NJ - In partnership with [Music Theatre International](#) and the [American Senior Housing Association](#), Juniper Communities, a leader in seniors housing is launching an initiative to inspire the public to help make or gather Personal Protective Equipment (PPE), and donate it to a local senior living community. [Send in the Gowns](#) is uniquely focused on reaching out to theatre groups and costumers as many of them have access to sewing teams, fabric, elastic and other materials needed to make gowns, face masks, and face shields to help in the fight against COVID-19. However, anyone can join the cause. Directions for how to make the PPE can be found at <https://junipercommunities.com/send-in-the-gowns>.

“The campaign called “Send in the Gowns”, is a play off of the classic Broadway tune, “Send in the Clowns” explained Lynne Katzmann, CEO and Founder of Juniper Communities. “Juniper has been proud to be among the first to pilot MTI’s Broadway Senior™ program – where older adults move from the audience to center stage, starring in their favorite Broadway musicals that have been adapted just for them. Now, we’re calling on our theatre friends to help equip us with a new kind of costuming – Personal Protective Equipment (PPE). These costumes may not be glamorous, but they’re necessary to keep our residents and those who care for them safe during COVID-19.”

Nationwide, there is a shortage of basic yet essential supplies and Juniper is asking the public to mobilize their sewing teams, dip into their reserves of fabric and elastic, and share their ingenuity and compassion to create gowns and masks to protect those who are most vulnerable. Join the campaign at [#SendInTheGowns](#) and [#WeWillGetThroughThisTogether](#).

The show must go on, and with your help it will. Connect with Juniper at [info@junipercommunities.com](mailto:info@junipercommunities.com) or reach out to a senior living community near you.

**About Juniper Communities, LLC**

Juniper Communities, a leader in quality, value and innovation in long-term care, operates facilities in New Jersey, Pennsylvania and Colorado that emphasize residents' comfort, interaction and security. Our facilities and approach to housing and care offers residents the opportunity to live a full life, regardless of age or health. Juniper's innovative Connect4Life program has been proven to improve residents' care by decreasing hospitalizations, re-hospitalizations and urgent care visits, while offering potential cost savings to public programs such as Medicare. To learn more about the many ways Juniper Communities innovates in support of our residents, please contact us at [junipercommunities.com](http://junipercommunities.com) or 973.661.8300.

*If you have questions about this release, please contact: Jeanine Genauer, The JPR Group, [www.jprgroup.com](http://www.jprgroup.com), [jgenauer@jprgroup.com](mailto:jgenauer@jprgroup.com), 973-980-0100.*

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