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**FOR IMMEDIATE RELEASE**

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**Wish of a Lifetime’s #CupidCrew Movement Will Deliver**

**30,000 Roses to our Elders on Valentine’s Day**

**[City location] Media & Photo Opportunity, Feb 14th [time]**

[City, State], February 14th 2018 - Did you know that nearly 16 million seniors in the United States are isolated, living alone? For many of our elderly - whose spouses have passed away and social circles grow smaller; Valentine’s Day can be a particularly difficult and lonely time. Through the #CupidCrew movement, we’re changing that by sharing a rose and a conversation with elders in our communities.

In 2014, Colorado based non-profit organization Wish of a Lifetime created #CupidCrew, a nationwide volunteer movement that delivers roses to the elderly on Valentine’s Day. Thanks to the generosity of our 2019 partner, [partner/company name], #CupidCrew will deliver [amount of roses] roses to this often forgotten population within [city].

Anyone who cannot make it to the event can donate $1 to the movement through Wish of a Lifetime’s website or Facebook fundraiser on or before February 14, 2019. 100% of your donation contributes to the fight against senior isolation. Volunteers can go to the “Wish of a Lifetime’s #CupidCrew” Facebook page, e-mail the #CupidCrew team at cupidcrew@wishofalifetime.org or call (303) 954 9144 ext. 210 for more information.

MEDIA OPPORTUNITY: For members of the media interested in sharing the stories of our elders, [partner/company name] invites you to attend their Valentine’s Day event.

J**oin us in the fight against senior isolation on February 14th!**

*Wish of a Lifetime™ fosters respect and appreciation for deserving seniors by fulfilling their life-enriching Wishes. Wish of a Lifetime was founded in 2008 by local-to-Colorado celebrity Jeremy Bloom, in living honor of his grandmother. The organization aims to create a positive shift in the way society views and values aging by sharing the stories of its inspiring Wish recipients with those of all generations. To learn more about the organization or to help fulfill a senior’s Wish visit www.wishofalifetime.org.*