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Notes from editor (not for publication):

HEADLINE ELEMENTS:

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1 Valley Village announces promotion of Mary Jo
2 Dansereau to Assisted Living Director

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4 TEXT BODY:

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5 Valley Village recently announced the promotion of
6 Mary Jo Dansereau, a licensed practical nurse, to the position of
7 assisted living director.
8 Dansereau, a healthcare professional with more than 20
9 years of experience in elder care and assisted living, has been a
10 member of the Valley Village team since 2020.

11 According to a news release, the promotion “is part of
12 Valley Village’s ongoing implementation of its strategic plan,
13 which aims to strengthen leadership, support staff, and enhance
14 the quality of life for residents.” In her new role, Dansereau will
15 oversee the day-to-day operations of both assisted and supportive
16 living, supervise the care, housekeeping, and activities
17 departments, and guide families through tours and admissions.

18 “Mary Jo’s compassion, professionalism, and steady
19 leadership make her an ideal fit for this role,” said Valley Village
20 Executive Director JoAnne Blanchard. “She brings deep
21 knowledge of elder care, strong communication skills, and a
22 calm, organized presence that residents, families, and staff all
23 appreciate.”

24 Dansereau earned her Practical Nurse Degree from
25 Vermont Technical College and was named LPN of the Year by
26 the Vermont Health Care Association in 2019. Throughout her
27 career, she has been recognized for her commitment to person-
28 centered care, team development, and fostering environments
29 where both residents and staff can thrive.

30 “I’m thrilled to step into this role and continue
31 supporting a community that feels like family,” said Dansereau.
32 “Every day is an opportunity to make a meaningful difference in
33 the lives of our residents and to work alongside a team that truly
34 cares.”

35 This leadership transition also allows Blanchard to
36 dedicate more time to key areas identified in the organization’s
37 strategic plan — outreach, marketing, fundraising, and long-term
38 sustainability.

39 “Mary Jo has earned the trust of our residents and the
40 respect of her colleagues,” Blanchard added. “Her leadership will
41 help ensure that Valley Village continues to be a place where
42 older adults are supported, valued, and truly at home.”

43 Valley Village, formerly known as Valley Cares, provides
44 affordable community housing, care, and compassion to older

45 adults who wish to age in place with others. Visit
46 valleyvillagevt.org for more information.

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LOGLINE (SOCIAL MEDIA):

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