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Capital Caring Launches “40 for 40” Campaign to Celebrate 40 Years of Caring
Online campaign encourages sharing of stories of hope and community

FALLS CHURCH, VA (August 16, 2017) – As part of its 40th anniversary celebration, Capital Caring is encouraging its patients, donors, neighbors, staff, and others whose lives have been touched by its hospice services since 1977 to share their reflections of the impact the organization has had on them and their families. The “40 for 40” project, a newly launched web campaign, seeks to share at least 40 stories of compassion from the organization’s expansive network. As the oldest and largest nonprofit hospice provider in the mid-Atlantic region, Capital Caring has cared for nearly 110,000 moms, dads, and kids in Maryland, Virginia, West Virginia, and Washington, DC, since being founded by committed volunteers in Northern Virginia.

“Capital Caring was founded on the belief that everyone facing advanced illness needs access to compassionate care that addresses what matters most and ensures they and their families are comfortable,” said Malene Davis, President and CEO. “It is particularly fitting, as we celebrate our 40th anniversary year, that we are able to launch this new and interactive campaign and give voice to those whose lives we have touched throughout our service area. Our mission at Capital Caring is to ‘simply improve care,’ and I am so excited that this project will give us an opportunity to hear how we have impacted the lives of so many in our community.”

The “40 for 40” campaign can be found at capitalcaring.org/40-for-40.

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About Capital Caring: Since 1977, Capital Caring has simply improved care for those facing life-limiting illness through direct support of patients and their families, public education and advocacy. Since its inception, Capital Caring has provided hospice, palliative care, and counseling to nearly 110,000 patients and their families. Almost 800 employees and 1,000 volunteers provide these services to nearly 1,400 patients each day. As one of the nation's oldest and largest non-profit providers of hospice and palliative care, Capital Caring is proud to provide nearly \$3 million in charitable care to families in need annually. To learn more about Capital Caring, visit www.capitalcaring.org or call 800-869-2136.