PRESS RELEASE

**<Center Name> to Install Advanced Check-In System**

*Automated System Will Improve Center’s Registration,*

*Scheduling, and Reporting Capabilities*

<CITY, State, Date> – An exciting change is coming to <Center Name>. Starting in <early-/mid-/late-> <Month>, the center will launch a new automated check-in system that all visitors and volunteers will use upon entering the building. The system is called [MySeniorCenter](http://myseniorcenter.com).

Designed specifically for senior centers, the system is keytag based, meaning visitors can simply swipe their keytag across a digital scanner to check in. An easy-to-navigate touchscreen will also allow them to quickly register for activities of their choosing.

**Three Major Benefits**

According to <Name>, Director of <Center Name>, this advanced functionality will improve the center’s performance in three key areas: registration, scheduling, and reporting.

“For starters, it’s a vastly more efficient accountability tool,” said <Last Name>. “We currently have more than <XX> people coming in and out of our door each <day/week/month>, and they all need to be registered. Right now volunteers use paper and pencils, but soon we can track them by computer.”

The automated check-in system will also provide the center with detailed demographic information on the people using its services. This will help the center with the scheduling and reporting of activities.

“By telling us the ages, backgrounds, and even the economic status of our visitors, MySeniorCenter will help us schedule—and fund—activities that are more in line with their preferences,” explained <Name>. “It’s all about serving our people better.”

Other organizations using a similar keytag and touchscreen system include the YMCA.

**About <Center Name>**

<Insert boilerplate language; just a few sentences>