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Wishes for End-of-Life Care Discussion Led by Ellen Goodman
The Conversation Project Co-Founder Joins [Organization] at [Event]
Month, Day, Year

[Date] – Ellen Goodman, Pulitzer Prize-winning journalist and co-founder of The Conversation Project, will discuss the importance of determining and sharing one’s wishes for end-of-life care at [Event Name] on [date]. She is speaking at the invitation of [name of org], whose commitment to [value, principle, mission] is aligned with The Conversation Project. A national public engagement campaign, The Conversation Project aims to educate people on the value of making decisions about their own wishes for end-of-life care and expressing them to their loved ones.

“We started this campaign because people’s wishes are not being expressed or, often, respected. Too many of the people that we know and love are not dying in a way that they would choose,” says Ellen Goodman, Pulitzer Prize-winning journalist and co-founder of The Conversation Project. “We know that 90 percent of people agree that these conversations are important, but 30 percent of people are actually having them. Our goal is to close that gap.”

[Insert quote from organization CEO as well as information about what the org does and why having Ellen speak at the event is important to the org’s work and mission.]

Since 2012, The Conversation Project has been inspiring end-of-life conversations within homes, and it is garnering support on national, state and local levels. [The Conversation Project’s](#) website is the heart and home of the campaign’s work, which includes the [Conversation Project Starter Kit](#), a free, downloadable, step-by-step guide developed to help individuals and families start the conversation about end-of-life care.

The Conversation Project’s Starter Kit has been downloaded more than 200,000 times by individuals from all 50 states and 175 countries, and its currently available in English, Spanish, French, Hebrew, Korean and Mandarin. The Starter Kit has received support from individuals, healthcare providers, health plans, and employers as a simple and effective tool to normalize the conversation and guide the process.

The Conversation Project does not promote any specific preference for end-of-life care or any legislative measure; instead, it inspires people to think about and express their end-of-life wishes. Launched in collaboration with the [Institute for Healthcare Improvement \(IHI\)](#), The Conversation Project aims to spark cultural change by encouraging discussions to take place with love, ease, and reflection, before there is a healthcare crisis.

By inviting Goodman to speak [insert event name], [organization] is showing its commitment to changing our nation’s culture from not talking about end-of-life care to talking about it. Through

corporations, community, and religious organizations, The Conversation Project is reaching people where they work, live, and pray.

About The Conversation Project

[The Conversation Project](#), co-founded by Pulitzer Prize-winner Ellen Goodman, launched in collaboration with the [Institute for Healthcare Improvement](#) (IHI,) and supported by Cambia Health Foundation, is a public engagement campaign with a goal that is both simple and transformative: to ensure that every one's wishes for end-of-life care are expressed and respected. Too many people die in a manner they would not choose and too many of their loved ones are left feeling bereaved, guilty, and uncertain. The Conversation Project offers people the tools, guidance, and resources they need to process their final desires for their life and begin talking with their loved ones, in a comfortable setting, about their wishes and preferences. Have you had The Conversation? Learn more at: www.theconversationproject.org.

About [Organization]

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