



**FOR IMMEDIATE RELEASE**

Contact: Janet Montgomery, Chief Marketing Officer, Hospice of Cincinnati  
513.246.9213 [Janet.Montgomery@trihealth.com](mailto:Janet.Montgomery@trihealth.com)

**First Phase of “Things You Shouldn’t Wait to Say” Campaign Ends Friday**

(Cincinnati, OH: May 4, 2015) – Today marks the final week that actors hired by Hospice of Cincinnati will take to area roadways and intersections, holding signs that encourage people to share the “Things You Shouldn’t Wait To Say.”

The campaign has touched hearts around Greater Cincinnati with messages like, “I love telling the story of how we met,” “I couldn’t have asked for better parents,” and “I admire how hard you work every day.”

The effort is part of Hospice of Cincinnati’s [“Conversations of a Lifetime™”](#) project, an initiative designed to transform end-of-life experiences in Greater Cincinnati. The project is funded by a grant from [Bethesda Inc.](#) and [Catholic Health Initiatives](#) (CHI).

“Talking about the end of life is something many people, especially the young and the healthy, haven’t thought much about,” says Barbara Rose, RN, MPH, Grant Administrator. “We’re encouraging them to take the first step by just telling others how much they mean to them. We hope that becomes a stepping stone for discussing deeper issues, like how they want to be cared for when the time comes.”

People have been sharing images of the actors, as well as their own sentiments, on Twitter, Instagram and Facebook via [#ThingsYouShouldntWaitToSay](#).

This week, actors can be spotted at the following locations during morning and evening rush hours: Fountain Square; Edmondson and Edwards intersection (near I-71); Clifton Avenue and Martin Luther King intersection; I-71 at Third Street; Taft and Reading intersection (near I-71); Colerain Avenue; I-71 at Fields Ertel, and the intersection of Beechmont Avenue and Five Mile Rd.

The actors wrap up their efforts this Friday, May 8, but there’s more to come. Mid-summer, Conversations of a Lifetime will continue its outreach with a mobile video unit that will give people a chance to record their own messages to loved ones.

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More information about *#ThingsYouShouldntWaitToSay* and Conversations of a Lifetime is available at [www.ConversationsOfaLifetime.org](http://www.ConversationsOfaLifetime.org), You can participate in the campaign on Twitter @ConversaLifetim, on Instagram at ConversationsLifetime, and on Facebook at Conversations of a Lifetime. To see what others have posted, go to [ThingsYouShouldntWaitToSay.org](http://ThingsYouShouldntWaitToSay.org).

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***#ThingsYouShouldntWaitToSay* Campaign Ends Friday.** Tweet/FB/Instagram: What do U want to say to someone U Luv? [ConversationsOfaLifetime.org](http://ConversationsOfaLifetime.org)

Heart felt campaign around Cincinnati, ***#ThingsYouShouldntWaitToSay*** ends Friday. What do U want to say to someone U Luv? Tweet/FB/Instagram