Family isn’t always blood, it’s the people in your life who want you in theirs: the ones who accept you for who you are, the ones who would do anything to see you smile and who love you no matter what.

—MAYA ANGELOU
The 2017 theme, “Family is Forever,” recognizes the unique bonds formed between those who reside in assisted living and those who work and volunteer in these communities. For many assisted living caregivers, their dedication and consideration develops into a deep emotional attachment, where staff and residents come to think of each other as family. Whether getting to know the residents inside and out, listening to their stories, spending time after hours to do something nice for them, or being there in their final moments, this National Assisted Living Week® is meant to honor those caregivers who give their hearts and souls to their residents.
Kicking Off the Week with Grandparent’s Day

Every year, National Assisted Living Week begins on the same day as another national observance—Grandparent’s Day. With this year’s theme “Family is Forever,” celebrating your residents’ special role as a grandparent is the perfect way to get things going on Sunday.

♥ FAMILY FUN PICNIC
Invite family members of residents and staff to bring the whole community together. Offer games like ring toss, horseshoe, and cornhole/bean bag toss to encourage some friendly competition between family units.

♥ HOST A FAMILY REUNION
Offer your building as a space for extended family members of a resident to enjoy a traditional family reunion.

♥ CONNECT GRANDPARENTS AND GRANDCHILDREN
Encourage visiting grandchildren to ask their grandparents questions about their lives. You can provide sample questions. After their interviews, ask the grandchildren to summarize what they’ve learned in a creative way, like an art project, an essay or a poem, a song or dance, etc. You could put on an ‘open mic’ event at the end of NALW for the grandchildren to showcase their grandparent’s story through art.
ART & MUSIC

FAMILY TREES
Use art supplies to make a family tree for each resident’s door and ask residents to decorate with pictures. You could also make a large family tree for the entire community to celebrate the family-like relationships between staff and residents. Have the residents as the “parents” and the staff who consistently care for them as their “children.”

ANIMAL THERAPY
For many people, pets can become like family. Create an event where residents can enjoy the unadulterated love of an animal. You can work with a local shelter or animal trainer, or let residents show off their own pets if they’re friendly.

ART THERAPY
Set up an art session and ask residents to draw or paint a family portrait. If held toward the beginning of the week, you could set up an art gallery event closer to the end.
HONOR FAMILY TRADITIONS
Survey residents about their favorite family traditions and create an event around one. For example, if family vacations were popular, recreate a favorite destination with decorations and inspired cuisine.

FAMILY GAME NIGHT
Make game night a little more special by playing family favorites. You could even create your own version of “Family Feud” by splitting residents up into teams.

GUESS WHO?
Ask residents for old family photos, and play a game to see if other residents can figure out who’s in the picture. Have prizes ready for those with the most correct answers.

‘GET TO KNOW YOU’ BEACH BALL
Mix exercise with interesting stories. Get a beach ball or another large plastic ball and write questions all around it related to residents’ past and family life. Gather residents in a large circle. Toss the ball to someone and ask them to answer the question closest to where their hand lands on the ball. Take turns throwing the ball to everyone in the circle, answering questions and learning more about your residents each time.
EVENTS FOR LOVED ONES

♥ FAMILY COUNCIL MEETING
You may do this regularly, but offer a family council meeting during NALW to allow family members to ask questions and offer input on how to continue to improve the services at your assisted living community.

♥ OFFER A SUPPORT GROUP FOR FAMILY CAREGIVERS
Even if their loved ones don’t yet need assisted living, you can demonstrate to the community your ability to be a resource during what can be a stressful time for family caregivers.

♥ PUT ON AN EDUCATIONAL EVENT
Help family members and members of the community better understand the diseases and other issues loved ones may be going through. For example, a training on dementia or Alzheimer’s disease may help a family member see more through the eyes of the residents and improve their interactions when visiting.
“LIKE FAMILY” AWARDS
Take NALW to thank staff for all their hard work. You could ask residents to nominate staff members who go above and beyond for a “Like a Daughter Award” or “Like a Grandson Award.” An administrator could be recognized with a “Like a Mom or Dad Award” for their guidance and support.

TAKE YOUR CHILD TO WORK DAY
While this nationwide event is usually recognized in April, use one day during NALW to allow staff to bring a child to work and show them the importance of what their parent does every day. They can help organize or run activities and get to know many of the residents.

TAKE A FAMILY PORTRAIT WITH STAFF
Show off how your staff is like a family. Find a day to coordinate outfits, or grab some NALW t-shirts from our product line, and organize a family portrait with staff members. The more awkward the better. Post the picture on your community’s social media channels or save it for a holiday greeting card from the community.

BE SENSITIVE TO “ELDER ORPHANS”
According to AARP, more than 1 in 5 Americans older than 65 are—or are at risk of becoming—elder orphans. This term refers to someone who is aging without any family. As you plan your NALW activities, keep in mind those residents who may not have any family or has loved ones who are unable to visit them. If you’re organizing an activity that specifically highlights or invites family members, maybe try to find alternative activities for these residents or pay special attention to them during the event.

TRAINING ON “FAMILIES OF CHOICE”
For those residents who identify as part of the LGBT community, respecting their “families of choice,” or circle of friends who are like family, is very important. Learning about families of choice and other LGBT issues could be a staff in-service during NALW to ensure staff are culturally competent and sensitive to LGBT residents.

Download NALW logos for your promotional materials (no products for sale or derivative works) at www.nalw.org.
Connect with the public by reaching out to your local media outlets to spread the word about NALW. You can promote your unique NALW events or highlight innovative services or programs you offer.

**NEWS RELEASES**

News releases are used to alert the local media of significant events, issues, services, programs, awards, and other events. Send the release to your local news editors and reporters, especially those who have previously covered your assisted living community. If you want to invite the press before the event occurs, send a media advisory or a personal invite at least one week before the event or desired coverage, and then follow up a couple days before to see if they can come.

**MEDIA KITS**

A media kit about your assisted living community serves as a quick reference or “background” for the local reporters who provide coverage of your facility during NALW. Elements of the kit can include information about your assisted living community, the services you offer, its role in the larger community, and a schedule of special activities you are offering in honor of NALW. Remember to include the contact information for your assisted living community’s marketing representative.

**LETTERS TO THE EDITORS/OP-ED PIECES**

These short articles provide greater control over the content of your message, as they can be authored by a designated representative of the community (e.g., executive director). Share how your assisted living community stays connected with your local newspaper and magazine editors. Or encourage an active resident or their loved one to write a letter to the editor about their experience.

**PROCLAMATIONS**

Proclamations are a great mechanism to have your locally elected officials visit your community. Invite your governor, mayor or city council members to issue a proclamation (offer a sample) in honor of NALW. You can invite them to visit the community and kick off the week on Sunday, Grandparent’s Day.

**SOCIAL MEDIA**

Post items throughout NALW on your assisted living community’s website and/or social media channels. Share photos and videos of unique events, or highlight resident stories (with their authorization). Use the hashtag #NALW on channels like Facebook, Twitter and Instagram to contribute to the national conversation. Follow NALW on Facebook to see what others around the country are doing.

*NOTE: Your residents’ privacy should take priority over publicizing NALW activities. Only post pictures and videos of residents who have signed your community’s image authorization form.*

Samples of these communication tools can be found at www.nalw.org.
T-Shirts
Order these shirts early! Sizes and colors often sell out before the start of the event. Many of those who live and work in our centers consider others in their centers as a member of their family. Wear these shirts all week long to let others know they are your family too! Shirts are pre-shrunk and 100% cotton.

**WHITE T-SHIRTS**
Product #8453-1 (M)  
NCAL Member: $9.95  Non-Members: $11.95
Product #8453-2 (L)  
NCAL Member: $9.95  Non-Members: $11.95
Product #8453-3 (XL)  
NCAL Member: $9.95  Non-Members: $11.95
Product #8453-4 (XXL)  
NCAL Member: $11.95  Non-Members: $13.95
Product #8453-5 (XXXL)  
NCAL Member: $12.95  Non-Members: $14.95

**AQUATIC BLUE T-SHIRTS**
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NCAL Member: $9.95  Non-Members: $11.95
Product #8454-3 (XL)  
NCAL Member: $9.95  Non-Members: $11.95
Product #8454-4 (XXL)  
NCAL Member: $11.95  Non-Members: $13.95
Product #8454-5 (XXXL)  
NCAL Member: $12.95  Non-Members: $14.95

*Discount is available only when you purchase 25 or more t-shirts. The discount applies to NALW t-shirts only. Multiple single purchases of 25 or more are eligible; combining orders to reach 25 or more shirts are not eligible. Past orders are excluded from this discount and refunds/credits are not applicable.
**Photo Holder**

This photo holder would look great in your center’s lobby, at your desk or in resident rooms. Display a picture of friends and family members or of the week’s events long after the event has ended. Metal clip. Durable 1” cube base with non-bendable wire-rope extension rod.

*Product #8456*

NCAL Member: $3.95  Non-Members: $4.95

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**Baggage Tag**

Use baggage ID tag when you are traveling to visit friends and family. It’s a great way to carry the theme of the event with you on your journey! Flip-open identification tag with rubber cord. Inside contains ID label.

*Product #8457*

NCAL Member: $4.95  Non-Members: $5.95

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**Keychain**

Carry this “Family is Forever” keychain with you while visiting friends and family. They feature this year’s theme and a single white LED light that will come on when you squeeze the center of the keychain.

*Product #8455*

NCAL Member: $3.95  Non-Members: $4.95
Balloons

These 11" latex balloons can be used as decorations for your center or as part of your activity or games. They are sure to brighten up your center no matter how you use them.

Product #8460A (10 pack of each color)
NCAL Member: $13.95  Non-Members: $15.95

**Save $3.90 when ordering the 30 pack**

Product #8460M (Magenta 10-pack))
NCAL Member: $5.95  Non-Members: $7.95

Product #8460O (Orange 10-pack)
NCAL Member: $5.95  Non-Members: $7.95

Product #8460G (Green 10-pack)
NCAL Member: $5.95  Non-Members: $7.95

Buttons

Pin these buttons on totes, clothing, bulletin boards and anywhere else as a reminder of this special theme of the week for weeks to come!

Product #8458-10 (10-pack)
NCAL Member: $6.95  Non-Members: $7.95

Product #8458-20 (20-pack)
NCAL Member: $10.95  Non-Members: $13.95

**SAVE $6.90 ordering the 30 pack**

Product #8458-30 (30-pack)
NCAL Member: $13.95  Non-Members: $15.95
Poster

These posters feature the Maya Angelou quote that inspired our 2017 National Assisted Living Week® theme. Place this reminder of acceptance and tolerance throughout your center before, during, and after the week ahead. Posters are 28” x 22” and sold in packs of four.

**Product #8459 (4-pack)**
NCAL Member: $7.95    Non-Members: $9.95
SALES AND RETURN POLICIES

Payment Terms: NCAL offers two ways to pay for your order: credit card and check. If you choose to pay by credit card, we accept Visa, MasterCard and American Express. When you place an order with a credit card, NCAL will reserve the full amount of the order on the requested card, but will not charge against it until the order has been fully shipped. If you choose to pay by check, we will not begin processing your order until we have received your payment.

DO NOT return products without first contacting an NCAL customer service representative to receive a Return Merchandise Account (RMA) number. To obtain an RMA number, call an NCAL customer service representative at 1-800-321-0343 on weekdays between 9:00 a.m. and 5:00 p.m. Eastern Time. Once you have received your RMA number, clearly write it on the outside of the package.

Product Pricing: Prices are subject to change. Product prices do not include shipping.

Sales Tax: NCAL shall charge and withhold the applicable sales tax for orders to be delivered to addresses within Washington, DC (6%), MD (6%), and NC*.

* Customers in NC have variable tax rates based on location. Please go to www.ncalpublications.org for specific taxes for NC, or call customer service before placing your order.

Shipping: Allow 5–8 days for delivery. Shipping rates are the actual rates determined by UPS. Please refer to the shipping rate information on the order form. See Delivery Service below for delivery options.

National Assisted Living Week® promotional items are non-refundable unless damaged.

CUSTOMER SERVICE

We want you to be satisfied with your products and services. If you have questions about our products, order changes, shipping, returns, etc., please call 1-800-321-0343 weekdays between 9 a.m. and 5 p.m. Eastern Time and an NCAL customer service representative will assist you.

DELIVERY SERVICE

Standard Shipping is “ground” service from our Maryland warehouse. Orders placed after 1:00 p.m. may not ship until the next business day.

For priority shipping, the following options are available:

2nd Day Air: Provides delivery by the end of the second business day all 50 states and Puerto Rico with some limitations in Alaska and Hawaii.

Next Day Air: Provides next business day delivery by 10:30 a.m., 12:00 p.m. or end of day, depending on destination; all 50 states and Puerto Rico with some limitations in Alaska and Hawaii.

Next Day Air Early A.M.: Provides next business day delivery by 8:00 a.m. to major cities in the 48 contiguous states; delivery by 8:30 or 9:00 a.m. to most other cities, including Anchorage, Alaska.
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**Shipping & handling (SEE CHART)**

**Priority Fees**

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Next Day: $25.00

2nd Day: $15.00

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