



SUPPORTIVE LIVING ILLINOIS

Care • Compassion • Comfort • Cost

Annual Photo Contest and Testimonial Submissions



Supportive Living Week 2010
April 26-30, 2010

Give Us Your Best Shots and Testimonials Too!

One goal of Supportive Living Week is to demonstrate how Supportive Living positively impacts the lives it touches. We can accomplish this goal with pictures as well as resident and family testimonials.

So, AALC members, please send us your best shots of:

- Residents enjoying events
- Family parties
- Grandkids enjoying your community with residents
- Employees and caregivers bonding with residents
- Happy supportive living residents

And this year, please send us your resident or family member testimonials about their supportive living experience too!

PRIZES, PRIZES, PRIZES!

Winning entries will receive cash donations to sponsor resident or employee activities at the Supportive Living communities they represent!

- First Place:** \$200 cash donation
Second Place: \$100 cash donation
Third Place: \$50 cash donation

Winning photographs and testimonials will be published in the AALC's official Supportive Living Week puzzle and subsequent AALC promotional materials.

Deadline for entries is Friday, January 22, 2010. See second page for more details!



AALC Photo Contest and Testimonial Submission Guidelines:

1. All photos must be submitted in electronic format (preferably jpeg or eps files).
2. All photos and testimonials must include identification of the people in the photo (including names of those photographed and quoted and the role of the person photographed or quoted—ie. resident, family member, CNA, dining room manager).
3. All photos and testimonials must include a contact person (ie. person submitting the photo) along with the name of the community submitting the photo, a phone number and a contact email.
4. The community sending the photo and/or testimonial must have a signed release from each person pictured or quoted.
5. Testimonials should not exceed 250 words and are subject to editing for clarity and fit.
6. Contest submissions can be sent to aalcpphotocontest@comcast.net. The deadline for contest entries is Friday, January 22, 2010. Please contact Liana Allison at 847-255-5264 if you have questions.
7. See samples of photos and testimonials provided on this sheet.

Tips for Submitting Winning Photographs and Testimonials:

- Photograph people as close as possible, leaving some background.
- Try to use plain or attractive background. Beware of stray items, such as ceiling lights, potted plants and exit signs behind people's heads. Be sure that background patterns don't conflict with clothing patterns.
- In general, one to three people in photo make for the best shots. Avoid the "line-up" shot where several people are pictured in a line or a group setting.
- Try to take different shots of people while you are talking to them to get smiles and interesting expressions.
- Try to convey an emotion or "tell a story" in your photographs and testimonials.

What Others Are Saying...About Supportive Living Sample Testimonials

"Mom went from someone who had very little to chat about in our daily phone calls to someone who would talk non-stop about the going-ons in her community – that is, when you could catch her in her apartment. She thrives at Alexian Village."

~Eileen

"My mother made more friends in the last few years (living in a Supportive Living community) than she did in the previous twenty years."

~Anja's son

"My mother has done a complete turn-around due to the attention and care of the staff at her Supportive Living community. I am so grateful for . . . this dedicated and caring group of professionals. I always see joy when I visit, and I feel the love they have for the residents. "

~Kathy

