

2012 SLF PHOTO & Testimonials Contest

Contest Entries are Due by: Friday, February 17, 2012!

Showcase Supportive Living in Your Community!

Care. Community. Comfort. Cost.

That's what the Supportive Living Program is all about. It's about having a community of caring adults to share your life with, laugh with and support you when you need it.

Show us what Supportive Living means to you by participating in the 2012 SLF Photo and Testimonial contest. Capture life in your Supportive Living program, and then share it with the rest of the SLF Community! The holiday season is a great time to get started on your award winning entry!

Your photo entries should capture the meaning of Supportive Living. Photo ideas might include:

- Happy Supportive Living residents.
- Residents volunteering their time to the community.
- Residents participating in activities.
- Friends sharing a good laugh.
- Family parties or residents enjoying events.
- Grandkids sharing time with residents.
- Employees and caregivers bonding with residents.

Your testimonial entries should describe your positive experience with the Supportive Living Program. Testimonial ideas might include:

- *How your life has changed since moving to the Supportive Living community.*
- *A family member's thoughts on how a parent/family member is being cared for.*
- *The benefits of living in a Supportive Living community.*
- *Highlighting the community involvement opportunities you have now that you may not have had before.*

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



2011 1st Place
"Look Kids, NO CANE!"



2011 2nd Place
Big Chair "Move over Edith Ann!"



2011 3rd Place
"How does your garden grow?"

Third Place: \$50 cash donation

In addition to cash donation prizes, winning testimonials and photos will be used throughout the year on AALC's website, and in collateral and promotional materials to further promote the success of Supportive Living Program.

Tips for Taking a Winning Photograph

- Photograph people as close as possible, leaving some background.
- Try to use a plain or attractive background.
- Avoid 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 a photo make for the best shots.
- Capture natural shots of individuals in action (without posing). Avoid the "line-up" shot where several people are pictured in a line or a group setting.
- Capture photos of people that tell a story or share an emotion.

AALC Photo Contest and Testimonial Entry 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—i.e., 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. Contest submissions can be sent to **info@me-comm.com**.
6. **Send only one photo/testimonial per e-mail submission.**
7. Testimonials should not exceed **150 words** and are subject to editing for clarity and fit.
8. All photos and testimonials submitted will become the property of AALC. By entering the contest you acknowledge you are giving AALC the right to use the photos or testimonials in promotional pieces and on website.

The deadline for contest entries is Friday, February 17, 2012.

Submit entries by email to: info@me-comm.com

Contact [Wayne Smallwood](#) at AALC at: 217-525-0700 or [Me Communications](#) at: 916-538-1113 if you have questions.