

# Hints from the Heart



## FOREVER PROUD!

This year's **National Assisted Living Week** begins on the 10-year anniversary of 9/11, so it was important for the theme to reflect the pride we feel as citizens and active members of the community. The events of 9/11 were tragic, but they also brought our country together. Countrymen helping countrymen and a spirit of rebuilding helped to foster a renewed sense of patriotism for many.

However, it is not just national pride that "Forever Proud" addresses. It is Pride in a life of work done well; in an achievement that will outlive its creator; in a local community or sports team; and in family and friends. This is a time to celebrate what has been and will be accomplished. A proud moment or event is something we never forget. This is an opportunity to share these moments with the community and those we love. Assisted living communities around the country will be celebrating, remembering, and showing their pride together.

Join this year's National Assisted Living Week celebration with Elmcroft, September 11-17. The theme of National Assisted Living Week for 2011 is "Forever Proud." All week long we will be celebrating our residents. Let's show our country pride together!



Some areas of focus for National Assisted Living Week for 2011 are:

- 1. PRIDE IN OUR COUNTRY & COMMUNITY.** Residents are proud of their home and their town, state, and country. The theme "Forever Proud" provides a great opportunity to showcase their pride and bring people together to celebrate, learn, commemorate, and enjoy time with friends and family.
- 2. PRIDE IN A LIFETIME OF ACCOMPLISHMENTS.** Each resident has developed hobbies or passions over their lifetime. Maybe they are collectors or they love to create. Some may be creators of music or are award-winning painters. This is a great time for residents to remember, share and delight in their accomplishments!
- 3. PRIDE IN AMERICAN CULTURE.** What does American culture mean to the residents? From the Statue of Liberty to Chevrolet to Coca Cola, residents will have a long list of American icons they will be eager to share.

### Contact Elmcroft for details of events during National Assisted Living Week!

For more detailed information about National Assisted Living Week, go to [www.nalw.org](http://www.nalw.org).

*Special people work at Elmcroft. People with a generous heart, a warm spirit and a genuine compassion for others. We consider ourselves a trusted member of your extended family, with a tremendous responsibility to you and your loved ones. Ours is a promise kept by kind, patient and respectful people who thrive on bringing happiness into the lives of our residents. Each day at Elmcroft, we bring our hearts to work.*



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[www.ElmcroftAL.com](http://www.ElmcroftAL.com)