

## VILLAGE CONCEPTS – POSTCARD 6 x 9

### TREATMENT A – “Naps”

FRONT/4C:

Birds-eye view of a hale + hearty senior in Hawaiian shirt and khaki shorts snoozes blissfully on a deck lounge chair with a straw hat or panama hat partly obscuring his face. His hands are folded across some travel magazines splayed across his chest.

TEXT:

Fishing. Shopping. Dining. Travel. Bingo. Games. Discussion. Lectures. Cruises. Excursions.  
...Naps.

BACK/1C or 2C:

I should have done this years ago.

All of the bustle and activity at Park View Villas is great—we even have our own lake stocked with trout—but what truly makes us stand out is our flexibility.

We offer a full range of care options, an Anytime Dining policy, and a seamless transition from independent to assisted living. Go on. Take a cruise, go to a dance, participate in a discussion group, have your family over...or just put your feet up and take a nice nap in the afternoon sun.

It's your life. We just make it easy.

Park View Villas | Port Angeles  
A Village Concepts Community  
Family Owned Since 19XX

Summer Special  
Three months free rent  
When you sign up by MONTH

CALL AND SCHEDULE A TOUR  
(XXX) XXX-XXXX  
We'll make it super-easy

We bring retirement to life.

### TREATMENT B – “Socks”

FRONT – 4C:

View across a one-bedroom apartment from inside bedroom. Foreground shows part of the back of the dresser and a corner of the bed. On the floor near the dresser are a couple of socks. Through the open doorway to the living room we see part of a recliner, with some crossed legs—feet clad in slippers—extended across the foot rest (or an ottoman). Maybe we

see part of the newspaper that is being read. Background details include maybe a fireplace and mantle with framed family photos and vase. The rest of the apartment is very tidy, and in warm tones.

TEXT:

I like to leave my socks on the floor by the dresser.

I've earned that right.

BACK/1C or 2C:

Dad's not getting any younger, but his mind is still razor sharp.

We need a place he can grow into, adding services as he needs them.

We don't need tons of euphemism, careless staff, or bland food.

We need a place that can look after his diabetes, but let him make his own schedule.

A place that encourages him to participate in activities and helps him do the things he's always dreamed of doing.

A place where he can fish every day.

Preferably a place we'd actually enjoy eating at and visiting.

A place that feels lively.

A place that feels like home, not a "home."

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### **TREATMENT C – "Years Ago"**

FRONT – 4C:

Two funny ladies—seniors—are sitting on lounge chairs on a patio in front of the double sliding glass doors of an apartment. One is talking to the other, gesturing over her shoulder.

TEXT:

"They cook for me whenever I want, they fold my laundry, and they got a good-looking young man to help me with my socks...I should have done this years ago!"

### **TREATMENT D – "Dinner"**

FRONT – 4C:

A family of four seated around a dinner table with a boring-looking thirty-minute meal on the table. Mom and Dad have pursed lips as they regard their plates, but the daughter says what's on everyone's mind.

TEXT:

“Can we go to Grandma's for dinner tomorrow?”

**TREATMENT E – “Fishing”**

FRONT – 4C:

A bench alongside the lake is lined with 8-10 fishing rods, all ready for the grabbing.

TEXT:

Looking for a home — and not just a “home”?  
We know just how you feel.

ALTERNATE TEXT:

Looking for home — and not just a “home”?  
Ready when you are.

ALTERNATE TEXT:

Retirement homes not measuring up to your dreams?  
We know just how you feel.