

## FAMILY RELIEVED AND DELIGHTED WITH DECISION TO MOVE MOTHER TO EDWARDSVILLE NURSING AND REHAB

*Debbie Keller is the daughter of Ruby W, a resident who recently moved to Edwardsville Nursing and Rehab from another facility. Debbie is thrilled with our nursing home. During a recent interview, she had this to say about the difference in care provided between the two skilled nursing facilities:*

“My mother was a very good mother. My sister took care of her for twelve years and I had her for eight more, so we expect somebody to take good care of her—just like we did. I’m so glad we were able to move Mom to Edwardsville Nursing and Rehab!

I’m always surprised my mom has her clothes on every time I come in, and she smells absolutely wonderful! I’m not used to that. At the other place, she smelled like urine and poop and they didn’t fully dress her—I would come in and find her naked from the waist down.

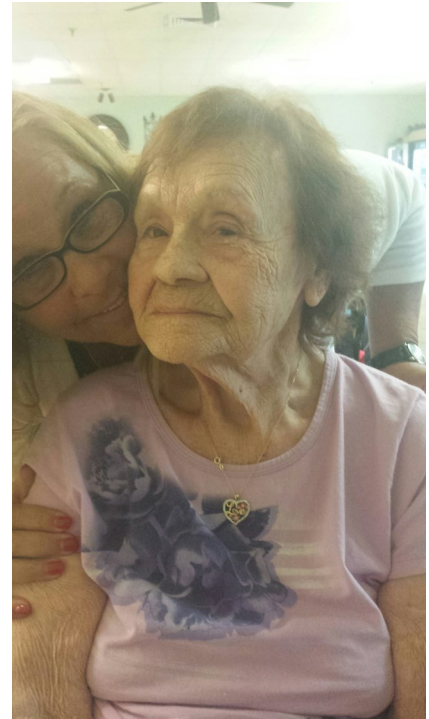
I have been here in the morning to check on my mother. She’s always in therapy or eating breakfast *with her clothes on*. When I come here for lunch, she’s eating *with her clothes on*. I’ve been here three times this week and Mom is dressed every time! And, she’s in her pajamas when she’s supposed to be.

Your laundry lady asked me to give her the opportunity to do mom’s laundry. I’ve checked mom’s clothes since then and they are always so nice and neat. They’re all there and already washed!

I watched Mom in the therapy room but she didn’t see me watching her. It was the first time I saw my mom pulling the arm weights up and down...up and down! I thought that was so awesome! Oh my god, look at my mom go! It was the first time I ever saw mom do that! The therapist would give her a rest and rub her muscles too. It was amazing to watch.”

One Saturday when I was here, Mom was doing an activity with a bunch of people. She can be shy, so that was amazing. **(Editor’s note: Edwardsville Nursing and Rehab has activities four to six times a day, seven days a week.)** How about the food? “Mom got meatloaf and mashed potatoes tonight and she said it was really good food here. And, I went outside in the garden and Katie Juneau (*donor and caretaker of the garden*) had just cleaned it. It’s beautiful out there!

**Would you recommend Edwardsville Nursing and Rehab?** Smiling, Debbie said, “A friend called me already and asked me how I like this nursing home because he needs to find a place for his mom. I told him we are very happy here.”



**Debbie and her sweet mother, Ruby**

*“I’m always surprised my mom has her clothes on every time I come in, and she smells absolutely wonderful!”*

—Debbie Keller



Photo Caption

## Another Story Headline

Place your stories in order of their importance. For example, your most important story should be at the top of the page. Less important stories, or stories that may appeal to a smaller portion of your audience should be lower down on the page.

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.



Photo Caption

## Second Story Headline

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Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

You might also designate a consistent spot on the page for lighter, or more editorial content. That way the reader always knows where to look for a certain type of content.

Most successful publications include a mix of content types to satisfy a wide range of tastes. Consider putting your most serious content on the front page, and your lighter content inside.

## It's called a story for a reason

Integrate frequent headlines to announce different sections of your story. Consider writing your content in a personal tone, in the same way you might talk to someone sitting across from you at a restaurant.

## Include paragraph breaks often

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## Sidebar Story Headline

Sidebars complement a main article. Use them when you want to keep your main articles direct and information packed, but you still want to share extra or supplementary content.

For example, if your main story is about your new building plans, consider using the sidebar to talk about the history of the land plot, or to tell a story of your first encounter with the property.

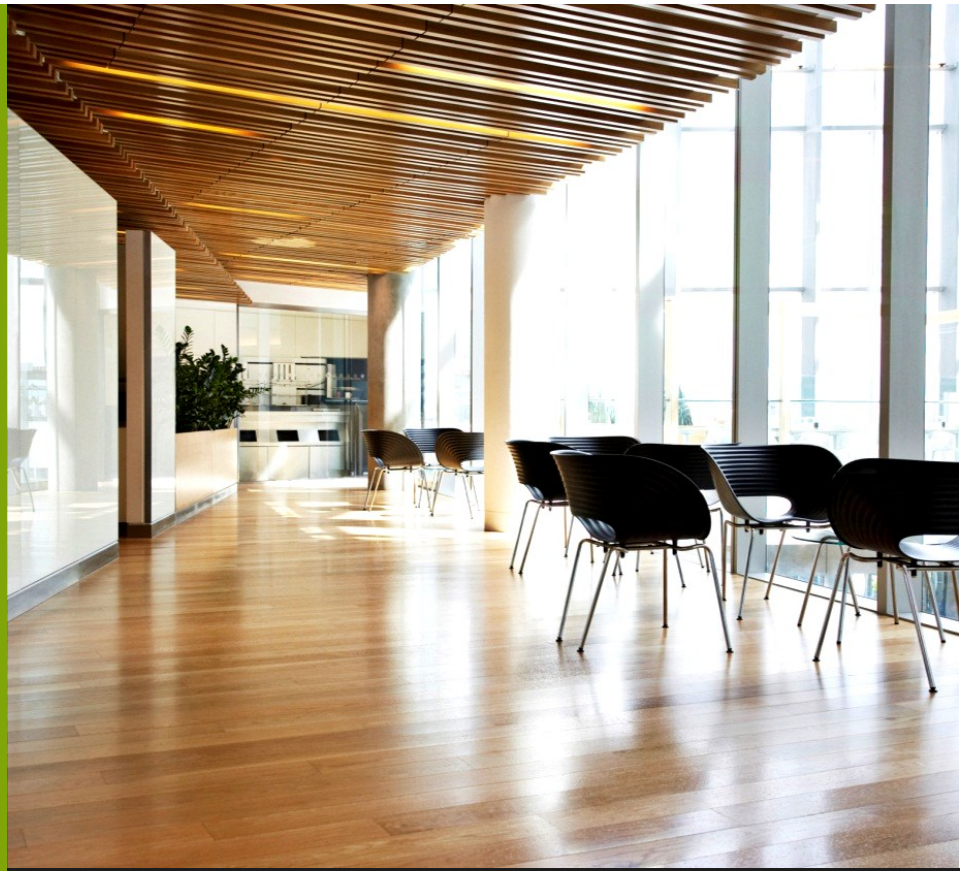


Photo Caption

## Another Story Headline

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused. Examples of possible headlines include Selling Your Home and New Office Opens Near You.

If you have to break a headline into two rows, try to find a natural break in the content. Each line should stand alone so that your readers can easily understand what is in the story even while skimming.

Newspaper editors consider headline writing like poetry. How can you get the reader's attention and draw them into the story in only a few words?

Meanwhile, you don't want to give too much away, or the reader doesn't even have to read the story to understand the content.

# Back Cover Story Headline

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4567 Main Street  
Raleigh, NC 02134-0000

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**Northwind Traders**  
4567 Main Street  
Raleigh, NC 02134-0000

(555) 555-0123

email@sample.com

Visit us on the web at  
[www.northwind.com](http://www.northwind.com)

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