



Eskaton: Official Sponsor of Longevity SM

Each year Eskaton, the "Official Sponsor of Longevity," proudly celebrates the birthdays of the more than two-dozen centenarians residing in our communities or participating in our home-based support programs.

While every one of these celebrants represents an individual triumph of longevity, collectively Eskaton boasts a long-life experience that is 50 times greater than the ratio of centenarians in the general population.

Eskaton Celebrates 100+ recognizes this individual and collective good fortune with a special package of birthday activities. With approval from the Eskaton resident or home-based support participant, Eskaton community or program staff will:

- Host a **100+** birthday gathering for friends and family.
- Present a **100+** pewter lapel pin and framed birthday certificate.
- Launch a **100+** helium blimp at the community to announce the birthday to neighbors and commuters.
- Publicize the centenarian's birthday in the community or program monthly newsletter; and in Eskaton's *Focus* and/or *Experience* newsletters.
- Submit a "Good News Advisory" to local media outlets.

Eskaton staff:

Eskaton community and home-based support staff are encouraged to coordinate Eskaton centenarian birthday celebrations -- as schedules and resources permit. Eskaton's Public Relations team will provide **Eskaton Celebrates 100+** banners, balloons and lapel pins on request, as well as assistance with writing and distributing your "Good News Advisory." The **Eskaton Celebrates 100+** 15-foot helium blimp is also available to communities; launches should be scheduled two weeks in advance. A national helium delivery vendor has been selected for your convenience. They will deliver a helium tank to your community or program to inflate the blimp and balloons for about \$150. Eskaton Public Relations may be able to help cover some expenses on request.

Sponsors:

Eskaton invites institutions, businesses and individuals to join with Eskaton as an "Official Co-Sponsor of Longevity" to enhance these extraordinary **Eskaton Celebrates 100+** birthday activities. Learn how to join in on the fun by contacting Suzanne Strassburg at Eskaton at 916-334-0810, ext. 1127 or suzanne.strassburg@eskaton.org.

Eskaton and "Official Sponsor of Longevity" are servicemarks of Eskaton.