

The Pennsylvania Health Care Association invites you to participate in the:

## 2009 Video Challenge

Co-sponsored by IlluminAge Communications Partners

**O**bjective: To tell a story and capture it on video.

*Our goal is to show legislators, public policymakers, the media, and the public that long-term care facilities are very much a place where people continue to live their lives, and where staff are focused on preserving the quality of life of the residents.*

**W**ho may enter?

The video contest is open to all member facility employees, residents, their families and volunteers.

### For long-term care employees and volunteers:

Demonstrate the value of the care that your facility offers.

Story line ideas: an unsung hero, why you love your job, how long-term care facilities are a place where the elderly can still live full lives, lessons you've learned from your residents, a successful program at your facility, a challenge you face at your home that might be resolved with more adequate funding.

### For residents and their families:

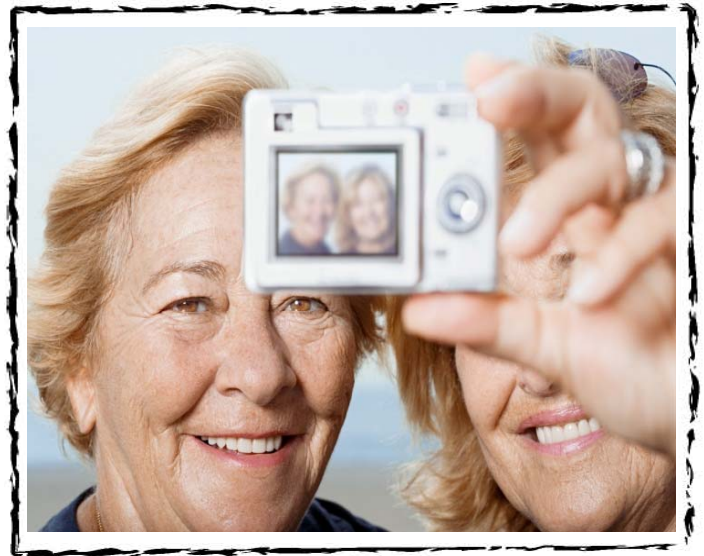
Make a video that shows how your facility is providing quality care and quality of life for you or your loved one.

**D**eadlines:

Start Date: September 16, 2009

Deadline: Dec. 31, 2009

Winners will be announced in February 2010



## PRIZES:

5 Winners will be Selected

**Grand Prize Winner:** One winner will receive a **\$500 VISA gift card** and the facility where the winner works/lives will also receive **\$1,000 in free Web/Communications services** from IlluminAge

**Runner-Up Prizes:** Four winners will each receive a **\$250 VISA gift card**



**IlluminAge**  
Communication Partners

*This contest is for everyone – no prior video experience required! Winners will be chosen on the basis of originality, focus on caring, and audience impact. Videos should not exceed three minutes.*

For the complete list of Guidelines and Rules, visit [www.PaForQualityCare.org](http://www.PaForQualityCare.org)