

## Uniquely designed for senior readers

With their priorities placed uppermost in story selection. Those stories carry into Coffee and a Topic, Coffee and a Country, Coffee and a Story and the monthly Special Report, so people have something new to share every day.

- **On the calendar:** As many as 3 standing calendar items each week: **Coffee and a Topic; Coffee and a Country; Coffee and a Story**. Plus a **Special Report** each month. Every week: **Table Talk** cards for the dining tables, each with one small window on the world and one good question. No host needed.
- **Every morning:** The World Desk Daily: 30 to 50 stories by 6 AM Eastern, starting with 3 To Know, plus a 3-minute 3 To Know video for the lobby screen. Regular features: Ring a Bell?; Spot the Red Flag, a scam-spotting challenge every Wednesday; the Conversation Starter; Tech Tips, a simple how-to for phones, tablets and computers every Tuesday, Thursday and Saturday, with a printable poster; and a classic short story in each Sunday edition, for Coffee and a Story.
- **Every week:** Beyond the Headlines, four stories in large type, ready to print. Each gathering comes with a host guide anyone can read aloud, a resident sheet and a poster. Plus a growing collection of Art Projects, with new ones added each week, including a set designed for memory care.
- **Staff time:** About 15 minutes per event to prepare and host, including printing the Table Talk cards. A resident can host from the guide.
- **Trust:** Every story lists its sources and passes an independent fact-check or the editor's approval before it runs. No partisan spin, no ads, and residents' information is never sold.
- **For prospects:** People considering a move here get the daily briefing free for 365 days as our community's gift. It puts our community's name in front of them every morning, which gives our sales team a reason to share the cost.
- **Cost:** \$75 a month for up to 75 units, counted by independent-living units, and never more than \$399 a month. Half of what our sales office pays is credited toward it. Residents pay nothing.
- **Next step:** A free staff trial month. Nothing goes to residents, and nothing converts to paid without written agreement. After that, month to month with a 3-month minimum; then cancel anytime with 30 days' notice.



**See it for yourself:** [theworlddesk.news/community](http://theworlddesk.news/community)

Sample Week, no sign-up: [theworlddesk.news/community/sample-week](http://theworlddesk.news/community/sample-week)

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