

FamilyDay | Making Everyday
Special

BRING FAMILY DAY TO YOUR CUSTOMERS

*FAMILY DAY PROMOTIONS CAN ATTRACT NEW CUSTOMERS
AND BUILD LOYALTY*

MAKING EVERYDAY SPECIAL!

What is CASA Family Day?

CASA Family Day is a national program that celebrates simple, everyday things parents can do to build a strong, healthy relationship with their kids that prevents future substance use.

What started as a grassroots initiative to inform parents about the benefits of frequent family dinners has evolved to reflect how important it is for parents to connect with their kids. Everyday activities like sharing a meal, playing a game, or asking about their day can significantly boost a child's development. Each of these moments offers an opportunity to communicate with kids and to really listen to what's on their mind.



More than 9,000 people downloaded materials directly from the Family Day website

More than 33,000 community groups across the country connected with CASA Family Day through social media

30,000 Family Day brochures and magnets were distributed nationwide

Last year...

WHAT CAN FAMILY DAY DO FOR YOUR COMPANY?

Every year, The National Center on Addiction and Substance Abuse seeks corporate partners who share our commitment to strengthening family ties, thereby strengthening the bonds that hold our homes, neighborhoods, and communities together. CASA Family Day is a turnkey opportunity to integrate your company's marketing program into a reputable, national celebration and join other companies in their effort to support **family wellness** by empowering caregivers with the tools they need to raise resilient and healthy children.

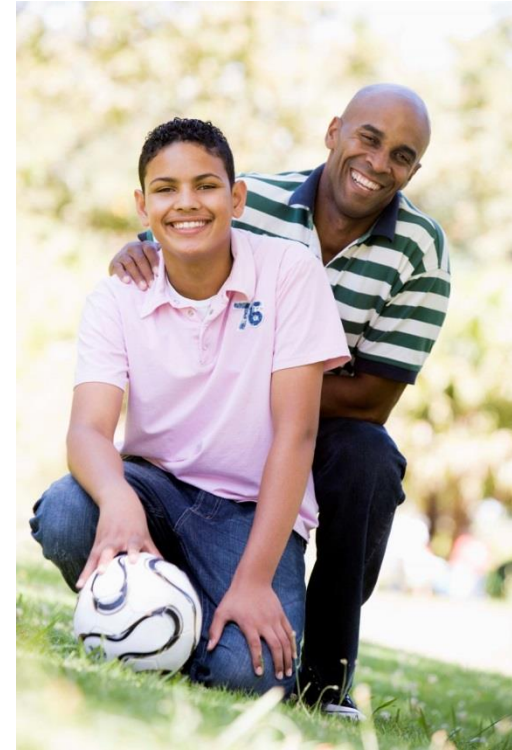
Your support of Family Day would affirm and communicate your commitment to the wellbeing of your consumers and employees. It enhances your reputation as a company that values the health of our nation's youth and celebrates the importance of strong family ties. You would be associated with a national campaign that is supported by scores of families, nonprofit groups, Major League Baseball teams, and elected officials.

Did you know?

- Kids of hands-on parents are far less likely to smoke, drink or use other drugs.
- Addiction almost always starts in adolescence: 1 in 4 people who begin using any addictive substances before age 18 will become addicted.
- Preventing or delaying teens from using alcohol, tobacco or other drugs for as long as possible is crucial to their health and safety. Every year that first use is delayed, the risk of addiction goes down.

HOW CAN YOU LEVERAGE FAMILY DAY?

- Create unique experiences that strengthen family ties for your employees
- Share tools/resources that promote family wellness for your employees and customers
- Create promotions around the Family Day theme that support your commitment to enriching the wellbeing of your employees and customers
- Strengthen your brand awareness among parents and caregivers who are passionate about keeping their families connected
- Be part of building a healthier, more resilient community



BRING FAMILY DAY TO YOUR CUSTOMERS

- Offer customers a special discount or offer on Family Day – maybe families get a free dessert in your restaurant or a 10% discount on your merchandise
- Promote Family Day on your website or on your social media channels – ask about our #MyFamilySelfie campaign!
- Distribute our Family Day brochures with a coupon or special offer
- Display Family Day posters in your store(s) or restaurant(s) – we have digital images you can display on screens/TVs!
- Send out a promotional email to your customer base about Family Day
- Host a contest that encourages families to spend time together – we can provide Family Day promotional items for the winner!
- Publish an article or blog about Family Day



WHAT ARE PEOPLE SAYING ABOUT THE NATIONAL CENTER ON ADDICTION AND SUBSTANCE ABUSE AND CASA FAMILY DAY?

*“Simple daily activities such as sharing a meal, a conversation, or a book can have an enormous impact on the life of a child. **Strong and engaged families help build a strong America, and it is our responsibility as concerned family members to discuss the dangers of substance abuse.**”*

President Barack Obama

“I never cease to be amazed and deeply impressed with your creativity and productivity in the whole enterprise of The National Center on Addiction and Substance Abuse. Your work undoubtedly has led to greater public understanding, has influenced such institutions as NIH and the IOM and will have constructive ramifications for many years to come.”

David A. Hamburg, M.D, President Emeritus
Carnegie Corporation of New York

Join us today.

“Thank you for all your efforts to strengthen our families not only in California, but also across the country. Your work is noble.”

Maria Shriver, Honorary Chair
of The National Center on
Addiction and Substance
Abuse

*“The National Center on
Addiction and Substance Abuse
at Columbia University has for
many years been one of the
Nation’s most influential and
respected sources of information
and counsel on issues of
substance abuse, addiction and
mental health.”*

Elizabeth M. Duke, Former
Administrator
Department of Health and
Human Services,
Health Resources and Services
Administration

*“I am grateful to you and everyone at The
National Center on Addiction and Substance
Abuse for your contributions to the fight
against this national epidemic, and for your
efforts in helping all Americans lead safe and
healthy lives.”*

Michael R. Bloomberg, Former Mayor
The City of New York

To learn more please contact
Elizabeth Mustacchio, Senior Marketing and Communications Associate
emustacchio@centeronaddiction.org
212-841-5286

www.CASAFamilyDay.org

Family Day will be celebrated nationwide on
Monday, September 25, 2017