



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.



Materials from the Family Day website are downloaded over 10,000 times

More than 35,000 community groups across the country connect with Family Day through social media

30,000 Family Day brochures and magnets are distributed nationwide

Each year...

WHAT CAN FAMILY DAY DO FOR YOUR COMPANY?

Every year, Center on Addiction seeks corporate partners who share our commitment to strengthening family ties, thereby strengthening the bonds that hold our homes, neighborhoods, and communities together. 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.

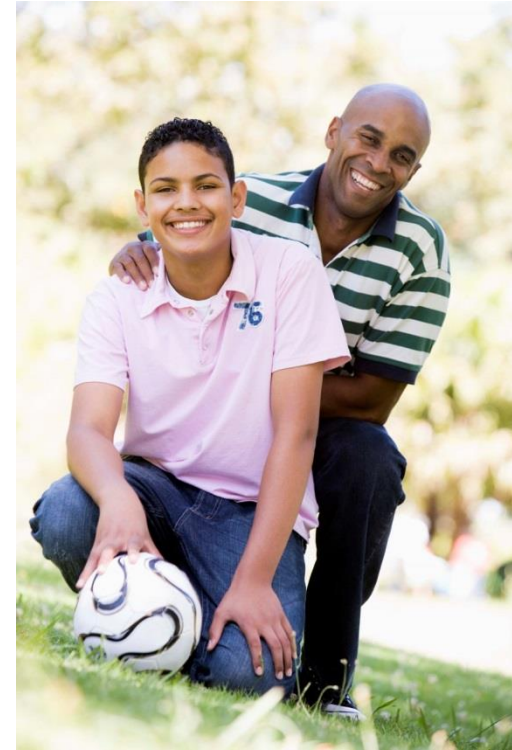
Your support of Family Day would affirm and communicate your commitment to the wellbeing of your consumers and employees. It enhances your reputation as a company that values the health of our nation's youth and celebrates the importance of strong family ties. You would be associated with a national 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 CENTER ON ADDICTION AND FAMILY DAY?

"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 Center on Addiction

"[Center on Addiction] 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

*"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 [Center on Addiction]. 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

"I am grateful to you and everyone at [Center on Addiction] 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

Join us today.

To learn more please contact
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www.CASAFamilyDay.org

Family Day will be celebrated nationwide the
fourth Monday of September