



Client: Appalachian Christian Village
Date: April 23, 2015
Draft: 1

Description: Community Infomercial
Job Number: ACV-100069
Page: 1 of 8

I. Introduction

Spokesperson on camera. Pull back to reveal that there are residents enjoying themselves in dining room behind him.

Spokesperson

If you're over 65 or the adult child of someone who is, I'd like to take about 15 minutes of your time today to tell you about some very exciting lifestyle and living options available to you right here in the Tri-cities. Options that you may not have known existed.

Dissolve to community images as he talks voice over: campus, dining room, gazebo, cottages, walkways, apartments, etc.

Just look how beautiful this place is:

Residents of this delightful village enjoy its lovely campus every day. They live in charming apartments or cottages, share delicious meals with their neighbors, engage in a wide range of activities and social events, and, very importantly, have access to first-class health care should they ever need it.

Dissolve back to announcer in front of community signage

This wonderful community is right here in the Tri-Cities. Appalachian Christian Village, Johnson City's only continuing care retirement community or CCRC.

[laughs] Now before you walk away, just give me a few minutes to dispel some huge misperceptions about CCRCs and Appalachian Christian Village in particular by having a few of our terrific residents and staff tell you about some of the great things that Appalachian Christian Village has to offer, including health care for life!

II. Misperceptions

First off, many people think that a CCRC is not for healthy retirees!

*Title Card: Misperception: A CCRC isn't for healthy retirees.
Reality: A CCRC is perfect for your active lifestyle.*

Spokesperson (VO)

Nothing could be further from the truth.

Because Appalachian Christian Village is a CCRC, it can offer you lifetime health security, but that doesn't mean it isn't perfect for you when you're healthy and active! It just means you'll never have to say, like the old adage, "I didn't plan to fail. I failed to plan."

Appalachian Christian can be an important part of your plan.

Each resident testimonial will have a title super naming the activity, e.g., Walking Paths. Residents will be depicted at the activity as they talk.

Couple in front of gazebo.

Super: Walking Paths

Husband

We love our morning walks. We usually take a break here at the gazebo and talk for a while.

Wife (tugging at his arm)

It's sweet!

Woman Resident.

Super: Chair Zumba

You're watching me do Chair Zumba. I think that's amazing.

Male Resident

Super: Weight Training

Weight training at my age!

Female Adult Child

Super: Exercise Classes

You could have knocked me over when I saw dad on a treadmill!. And he actually looks forward to the exercise classes. My dad!

Social Activities

Card Room

Woman Resident in card room. Super: Cards

When I was younger, I played bridge all of the time.

Then I sort of stopped going out.

Pullback to reveal foursome playing

But we've got a bridge club right here.

I've also discovered poker. Who knew!

Full screen graphic of monthly activities calendar. It's full of activity listings but too small to read. As spokesperson mentions each, the activity pulls out from its place on the calendar and becomes big enough to read.

Client: Appalachian Christian Village

Description: Community Infomercial

Date: April 23, 2015

Job Number: ACV-100069

Draft: 1

Page: 3 of 8

Spokesperson (VO)

Let me just pull from a typical monthly calendar. You're certainly never going to become bored here!

Spokesperson reads along

Exercise Class

Sittercise

Chair Yoga

Crafts

Guest Speaker

Social

Sing Along

Movie Night

Bridge Club

Drama Fun

Art Class

Book Club

Tai Chi

Bingo

Guest Singers

Bible Study

Spokesperson (On Camera)

All of these activities are sure to make you hungry.

So let's talk about my favorite activity: dining.

Part of our active lifestyle is eating nutritious, tasty meal, with your village neighbors.

Cuts to residents at different tables in dining room.

Woman Resident

We love the meals

Male Resident

Lauren, our chef, is an incredible cook.

When you live by yourself, you do not eat like this.

Woman Resident

I had a steak last night that you would not believe!

Adult son hugging dad next to him who's eating pleasantly

I used to worry about dad eating properly. Not anymore!

Client: Appalachian Christian Village
Date: April 23, 2015
Draft: 1

Description: Community Infomercial
Job Number: ACV-100069
Page: 4 of 8

Spokesperson (voice over title card)

After what you've just seen, the misperception that Appalachian Christian Village is a nursing home should be easy to dispel.

*Title Card: Misperception: Appalachian Christian Village is a nursing home.
Reality: Appalachian Christian Village has a state-of-the art Health Care Center*

Spokesperson in lobby of Health Care Center

You may never, ever need it, but I think it's comforting to know that a state-of-the-art Health Care Center is part of our campus.

Continues talking over images of assisted living neighborhoods and Health Care Center

Although Appalachian Christian Village is perfect for your active lifestyle, should you have health care needs later in life, we do have assisted living neighborhoods and the Health Care Center with its skilled nursing and long-term care.

What makes our health care truly extraordinary is the quality of our caregivers and the warmth they feel toward our residents. When you visit us, we'll be delighted to introduce you to some of them.

Now let me get rid of the last and biggest misperception, that Appalachian Christian Village is too expensive.

*Title Card: Misperception: Appalachian Christian Village is too expensive
Reality: Appalachian Christian Village is very affordable*

Spokesperson voice over while marketing director speak with senior

We offer so much here that it's easy to see why people might have that misperception.

When you visit our village, a knowledgeable marketing director will help you compare all of your current expenses with what our one monthly fee includes:

Supers scroll down side of screen as marketing director and senior talk. Marketing director is pointing to spreadsheet. Spokesperson names each item as it comes into frame.

Living Accommodations
Chef-Prepared Meals
All utilities except telephone
Basic Cable
Weekly Housekeeping
Weekly Flat Linen Service

Client: Appalachian Christian Village

Description: Community Infomercial

Date: April 23, 2015

Job Number: ACV-100069

Draft: 1

Page: 5 of 8

Transportation to local medical service
Computer Center with internet and e-mail access

Back to spokesperson

Your one monthly fee can also include health care and security for life,

As a resident, you'll have full access to our...

[show either stills or video footage]

Computer Center with Internet and email access

Beauty and Barber Shop

Convenience store

Chapel with baby grand piano

On-site dental services

Private dining room for family gatherings

And of course our wonderful social and activity programs.

Back to spokesperson with resident and dog

And in case you were wondering, your pet is as welcome as you are.

Cut away to graphics: The Village Life. It's life your way. Phone number. URL, etc.

I'm going to tell you lots more about this incredible community, but why don't you get a pen and paper and jot down our phone number and website. You'll be able to attend one of our free Find-Out-Fridays, arrange for a personal tour, or get an invitation to our next event.

We also want to tell you about special offers that we have for viewers of this program. Please call 877-584-3412. That's 877-584-3412 or go to RetireTri-Cities.org. RetireTri-Cities.org

III Location and Community

Full screen map showing where Appalachian Christian Village is in relation to Tri-Cities

Conveniently located in Johnson City off of Interstate 26, and near Kingsport and Bristol, there's plenty to see and do.

Show marketing stills available from attractions

For excellent hiking and fishing, there's The Tennessee Preserve, Bays Mountain Park, and the Appalachian Trail

You'll find the world's fastest half mile at The Bristol Motor Speedway.

And you'll want to make several trips, as I have, to The Birthplace of Country Music Museum, The National Story Telling Center, and the historic Barter Theater where great actors and actresses including Gregory Peck and Patricia Neal launched their careers.

Client: Appalachian Christian Village

Description: Community Infomercial

Date: April 23, 2015

Job Number: ACV-100069

Draft: 1

Page: 6 of 8

But there's no place like home.

So let's take a look of the sincere, friendly community in which you could be living, Appalachian Christian Village, or as residents like to call it "The Village."

Stills and footage of residences, housing and neighborhoods as appropriate

Appalachian Christian Village is truly a village with five very different neighborhoods, each with its own personality and special features: Sherwood, The Tower, Maple Crest, Magnolia Crossing, and Pine Oaks.

You'll find independent living residences of all sizes at The Sherwood Apartments, Tower Apartments and at the Maple Crest Cottages. Residences with granite countertops, modern appliances, and charming décor.

These residences all combine fine, hotel quality finishes with the coziness of home.

Here's an airy and comfortable two bedroom apartment at the Maple Crest with two full baths, separate living and dining rooms, and a sunny breakfast nook.

For those who like the personal space afforded by a cottage, the Maple Crest Cottages are huge, up to 1725 square feet. Maple Crest Cottage residents enjoy their own separate Club House in addition to everything else that Appalachian Christian Village has to offer.

What do all our residences have in common: Freedom from chores, housekeeping, cooking and cleaning. You homeowners out there will especially appreciate never having to mow a lawn or fix a sink again.

Cooking? Maybe you'll do it just for the fun of it because fresh-cooked, delicious meals are always waiting in our attractive dining room.

Should your health care needs change, the quality of your living accommodations won't. Magnolia Crossing and Pine Oaks are our wonderful assisted living neighborhoods. Pine Oaks also offers memory care accommodations for those who require it.

Spokesperson on camera

Before I introduce you to some of the great people who work at Appalachian Christian Village, I'd like to give you another opportunity to write down our phone number and website address.

Spokesperson voice over. Appropriate graphics.

Attend one of our free Find-Out-Fridays, arrange for a personal tour, or just ask your questions over the phone. Also learn about out the special offers that we have for viewers of this program. Please call 877-584-3412. That's 877-584-3412 or go to RetireTri-Cities.org. RetireTri-Cities.org.

IV History and Staff

Spokesperson introduces Tom Sexton in office setting

Now I'd like now to introduce you to Tom Sexton, our chief executive officer, who's going to tell you a little bit about the mission and proud history of Appalachian Christian Village.

Tom

Thank you. I'm always so happy when I get an opportunity to tell people about our village and our mission because they're so very important.

We're a non-profit, benevolent association with a simple yet vital mission: A Christian community committed to compassionately providing quality, person-centered care and services.

Over appropriate still images

We were chartered in 1958 by several members of a local church, the First Christian Church. These members had a vision: a retirement community sponsored by the church that would serve older adults.

In the early 1960s, that vision started to become a reality when one of the members, Dr. Burns, a Christian educator, left his estate for this benevolent purpose.

Over the years, various church groups and philanthropic individuals have helped us grow from one building to many. Today our governance board is made up of individuals of various faiths who guide us in our unswerving commitment to provide the highest quality person-centered care and services.

The residents and staff of Appalachian Christian Village are all very dear to me, but there's one in particular who's exceptionally so, my grandmother. I don't think that anyone can be angry with me when I tell you that she's my favorite resident! *Gives her a kiss.*

Spokesperson

Thanks, Tom. Now it's time to meet some of our great staff.

Because, like the residents, I love Lauren's cooking, it give me great pleasure to introduce our executive chef, Lauren Simora.

Lauren in her kitchen, surrounded by staff, food in front of her.

I call my approach "The Colors of Food." I use it to educate residents on the surprising health benefits of a true rainbow of fruits, vegetables, and proteins.

Client: Appalachian Christian Village

Description: Community Infomercial

Date: April 23, 2015

Job Number: ACV-100069

Draft: 1

Page: 8 of 8

I make certain that there are always several entrees to choose from at every meal. Here's one of my favorites, Red & White Chicken. It's boneless chicken breast cutlets dipped in seasoned flour and sautéed until golden brown. Then, it's baked and served with a traditional Italian sauce. I add to that linguine in Alfredo Sauce and sautéed spinach.

Close up of dishes.

There you go, my Colors of Food!

Here are some other examples of what I like to make:

Lauren names dishes as she shows them.

If you have a particular favorite dish, please let me know when you're here. I'm sure I can find a way to get it on the menu (*winks*).

Spokesperson

Now let's meet, Angie Gibson, our marketing director

Angie in her office. As she talks, cut between her and village shots.

Many future Village residents get their introduction to Appalachian Christian Village by touring the Village with me. So this is a very rewarding job.

One of the most fun parts of that job is showing future residents how moving here can open a fulfilling, new chapter in life.

You will not believe how easy it is to make friends at the Village. And there's so much to do. You'll find neighbors who share your values and have your interests. This is just a great place. When you visit, I'll introduce you to some of our "Villagers" and show you in detail just how affordable living here is, along with all of the healthcare options you'll have by coming here.

Last section will consist of interviews with various staff depending on footage we get. Will interview wait staff, housekeeping, personal care aids, etc.

Spokesperson over animated title card showing Village tag, phone number, URL, etc.

The Village Life. It's life your way.

Find out more about the many great options and health care choices that Johnson City's only continuing care retirement community can provide. Now's the time, while you can take advantage of the special offers that we have for viewers of this program. Please call 877-584-3412. That's 877-584-3412 or go to RetireTri-Cities.org. RetireTri-Cities.org