



# Creative Engagement

Helping seniors stay mentally nimble

## Benefits of a **Flix 4 U** Movie Program *(Page 1 of 2)*

- ◆ **Flix 4 U** is a personalized movie program for retirement residences. It provides films, concerts, ballets, operas and stage plays sculpted exclusively for your seniors.
- ◆ Having researched and sourced movies for over a decade, Nancy Watson knows how time-consuming this process is for Activity Teams. Her **Flix 4 U** program will free up your Team's time, no matter how lean or robust a film schedule is chosen.
- ◆ Moreover, Nancy would become the point person for all video entertainment. In this role of **Movie Lady**, she would fulfill residents' requests and respond to any 'grumbles' which frees up time for your team to quarterback other activities.
- ◆ A **Flix 4 U** program can be any size. For instance, a very robust program could consist of Film Clubs and 50+ videos every month. The videos would include feature films, documentaries, mini-series, concerts, ballets, operas and stage plays.
- ◆ A lean program could be as small as a Film Club where your residents view and discuss a movie every week or twice a month. e.g. a Mystery Movies Club.
- ◆ Nancy thrives on working with Activity Teams to make sure the video entertainment compliments and enhances their Activity Calendars. For example, before an excursion to an art gallery or concert, residents would be shown a documentary or bio-pic about the featured artist or composer. Or prior to a wine or scotch tasting, a documentary about a wine region or the making of scotch whiskey could be shown.

## 100TB Video Library

- ◆ Rather than letting the current roster of films on Netflix and Amazon Prime dictate what your residents watch, Nancy asks your residents for their preferences and then suggests movies, concerts and stage performances to suit their tastes.
- ◆ Over the past decade, Nancy Watson has compiled a comprehensive digital video library of films, mini-series, TV shows, concerts, stage plays, ballets and operas from Canada, USA, UK, Europe, Australia and New Zealand.
- ◆ Every week, she purchases old and new content from legitimate sources. e.g. Nancy already has over 90% of the 2024 Oscar and BAFTA nominated films.
- ◆ Nancy has acquired so many delightful gems that never make it to Netflix or Prime. And by having digital copies, Nancy's library is always available. It never expires.
- ◆ Nancy supplies all videos in a digital format, with subtitles, on an external drive, which eliminates the buffering hiccups one can have with Netflix or Prime.

# Benefits of a **Flix 4 U** Movie Program (Page 2 of 2)

## Engaging Your Residents

- ◆ Nancy hosts viewing parties of video clips of films, stage plays, concerts, ballets and operas so residents can choose what is played in their Theatre. Involving them in the selection process creates a bonding experience and motivates seniors to read up on upcoming films or ponder old favorites they would like to see again.
- ◆ Discussion Clubs for preferred film genres, ballets, operas and classical music spawns conversations between residents who do not know each other well.
- ◆ Nancy encourages and supports residents to introduce a film or performance and to lead a discussion afterwards.
- ◆ With new releases or hidden gems, Nancy organizes family & friend viewing parties. Inviting 'outside' friends is a wonderful way to introduce them to your residence.

## Movie Calendar

- ◆ The **Flix 4 U** movie calendar includes the genre and runtime of each video.
- ◆ The calendar is co-ordinated with what's on TCM, etc... and when special events are taking place, for example, Holocaust Remembrance Day or Triple Crown races.
- ◆ For UK events like the Royal Edinburgh Military Tattoo or a King's College Choir service, Nancy acquires a digital video from the BBC so it can be played that evening or the following day.
- ◆ A serendipitous benefit of **Flix 4 U** calendars has been their usefulness as a marketing handout during tours with prospective residents.

## Movie Posters

- ◆ A letter-sized poster in pdf format is provided for every video. It shows the genre, cast, runtime and a one or two line summary of the storyline, with no plot spoilers. The film's MPAA rating (G, PG, PG-13 or Restricted) and any profanity, violence, sexual or disturbing content are noted. A mini-review or comparison is included e.g. If you enjoy **Downton Abbey**, this film is for you!

## Programs for Ballets, Operas and Concerts

- ◆ A one-page program in large print is provided in pdf format. The programs for Ballets and Operas contain a plot synopsis and list of cast members.

## In Suite TV Channel

- ◆ Some retirement residences have an In-Suite TV channel, which allows residents to view the activity calendar and daily menu on their own TV. If there is another lockdown, Nancy can populate your In-Suite system with video content.

**CreativEngagement.org**

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