

Our Elder Services Include:

- Programs to promote independent living for our elder population.
- Volunteer experiences for those 55 or over
- Support for enrichment of older adults in all aspects of daily life.
- Help to individuals who need assistance handling their personal finances on a day to day basis.
- CHORE-Homemaker Services: assistance for frail elders to maintain independent living.
- Voice Care: Personal emergency 24 hour per day response system.
- Energy Assistance with winter heating expenses.
- Nutrition Hot-Line

Elder Services Division
232 North Elm Street Waterbury CT 06702

 **NEW OPPORTUNITIES INC.**
Building Relationships to End Poverty

Meals on Wheels

since 1978

**PUT YOUR BUSINESS
ON THE ROAD
ADVERTISE HERE**



**Delivering 10,000 meals
weekly in
over 20 communities!**

 **NEW OPPORTUNITIES INC.**
Building Relationships to End Poverty

Meals on Wheels, meeting elder nutritional needs

As the population ages and people choose to live independently, the need for *Meals On Wheels* increases. One out of every nine seniors lacks adequate nutrition. In the last 10 years the need has grown by 50%! Federal and State funds have failed to keep pace with the need for home delivered meal services.

Why associate with Meals on Wheels?

Our program has avoided a waiting list and continues to serve those in need with the hope that the unfunded needs will be met through our fundraising efforts. There is no means test for participation in the *Meals On Wheels* Program. We do suggest a \$4.00 donation per meal. **No eligible person will be denied a meal due to inability to donate.** Your support assures any senior in need of a meal can have one delivered.

Your advertisement helps us both!

Low cost marketing for your business... AND support for a very worthy cause.

Your business advertisement will be prominently displayed on the rear of one of our 16 vehicles as we deliver more than 10,000 meals in 21 communities each week. *Meals on Wheels* delivers throughout the Greater Waterbury and Danbury area and can offer you your choice of targeted advertising opportunities. These highly visible trucks will provide your business with cost effective, targeted exposure while helping to raise needed revenue for home-delivered meals to frail, isolated elders.



The Nuts & Bolts:

- \$65 per month/vehicle
- 1 Ad per vehicle
- 2 Regions to choose from:
Danbury or Waterbury
- 16 Vehicles available
- 21 Communities Served

**More than 10,000 meals
delivered weekly!**

Vehicles are equipped with 20" x 65" frames to hold your advertisement. You may give us your truck ready ad or we can refer you to a local vendor to produce a suitable advertisement. All ads must be suitable for outside exposure. New Opportunities, Inc. is not responsible for the information and/or services provided by paying advertisers. New Opportunities, Inc. reserves the right to deny advertising to any parties whose information and/or services are found to be

Contact Lisa LaBonte for further information and to begin your association with *Meals on Wheels*.
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