

## MSCP 1000: Media Writing Fundamentals

Students: Lea, Kiara, Imelda, MJ & Jessica

### Vital Flavours Web Copy

#### **TAGLINE:**

*Vital Flavours: Your Culinary Caregiver*

#### **MISSION STATEMENT / OUR PROMISE TO YOU:**

At Vital Flavours our mission is to redefine the dining experience for senior citizens facing chronic health conditions. We commit to revolutionizing meal preparation by providing customized, chef-prepared meals that cater specifically to the unique dietary needs of our valued customers.

#### **OUR SERVICES:**

##### **Health Assessments and Meal Planning:**

Our meal planning process begins with a personalized health assessment conducted by our team of health experts, allowing us to create meal plans that match our customers' unique dietary requirements and health conditions.

##### **Collaborative Expertise:**

We take pride in our collaborative approach, uniting registered healthcare professionals and culinary experts to deliver meals that optimize both health and taste.

##### **Weekly Delivery of Ready-to-Enjoy Meals:**

Every week, our chef-prepared, fully-cooked meals arrive at your doorstep in convenient frozen portions, ensuring easy reheating for your comfort and convenience.

## **Ongoing Client Surveillance and Care:**

Our commitment to your well-being doesn't end with delivery. We provide continuous surveillance and check-ins to monitor your progress and address your evolving dietary needs.

## **Informative Resources:**

Stay well-informed with our engaging newsletters and multimedia resources, packed with valuable insights on health, nutrition, and the latest updates from Vital Flavours.

## **ABOUT US**

Vital Flavours is a food delivery service founded by a dynamic team of women: Nandini Devarashetty, Namrata Chaudhari, Iyabo Dada, Pamela Betancourt and Mfon Atim. Our “one big idea” is centred around three core pillars: tailored nutrition, accessibility and senior well-being.

Our innovative meal-planning service provides personalized meal planning that aligns perfectly with each client's dietary requirements. We firmly believe that nutrition plays a vital role in the well-being of senior citizens dealing with chronic health conditions such as diabetes, hypertension and celiac disease.

## MSCP 1000: Media Writing Fundamentals

Students: Darcy, Jazmin, Alice, Olivia & Vanessa

### Gennections Web Copy

#### **TAGLINE:**

Gennections — *Where stories that connect generations live.*

#### **MISSION STATEMENT**

At Gennections we aim to bridge the gap between generations by capturing our elders' traditions, stories and experiences. Through our unique platform, we provide an outlet for our elders to share their wisdom with younger generations. We believe that keeping these stories alive is important for creating a world where all generations are connected. We believe that knowledge sharing builds and strengthens community ties. Join us in celebrating the beauty of age, the power of storytelling and the unbreakable bonds that unite us.

#### **OUR SERVICES:**

Welcome to GENNECTIONS

Discover our services:

1. A collection of elderly wisdom: enjoy a wide variety of stories and wisdom shared by our cherished elders.
2. Stay connected: The platform bridges the gap between generations and spark connections through learning.
3. Diverse content: Explore an array of content from a diverse age group. Share, learn, and grow together.

GENNECTIONS is a welcoming space to celebrate the stories, knowledge and wisdom of our elders. Together, join us on the journey of connection, learning and appreciation across generations.

#### **ABOUT US:**

At Gennections, we are on a mission to celebrate the stories, experiences, knowledge and wisdom of our elders. Our platform is inclusive and all generations are welcome.

#### **Our key partners:**

- Retirement and nursing homes
- Caregivers and social workers
- Manufacturers and service providers

**Our Customers:**

- Story lovers of all ages
- Educational institutions
- Historians and genealogists
- Technology users

Discover the magic of gaining wisdom from elders through their stories. Together, we find the silver lining in every chapter of life's grand story. Let's bridge the gap between generations and make history together.

## MSCP 1000: Media Writing Fundamentals

Students: Lindsay, Sara, Ashley, Pola & Marrium

### EcoBeans Mobile Café Web Copy

#### **TAGLINE:**

*At the EcoBeans Mobile Café — Eco-friendly, bespoke coffee coming your way.*

#### **MISSION STATEMENT / OUR PROMISE TO YOU:**

At Mobile Café our mission is to bring you a customizable and eco-friendly coffee experience like no other. We are not just your typical coffee shop — we're a café on wheels ready to serve you the perfect cup of coffee, *your way*, all while making a positive impact on the environment. Our commitment to sustainability is at the heart of everything we do. From sourcing ethically grown coffee beans to using eco-friendly packaging and renewable energy sources, we strive to minimize our carbon footprint. We believe that enjoying your favourite coffee and baked goods should not come at the expense of our planet. Our commitment to being there for our customers is more than your average coffee shop. Everywhere you go, we are right behind you. Whether that's at school, on your way to work, or just hanging out at a park, our mission is to find and serve you, year-round!

#### **OUR SERVICES:**

At EcoBeans Mobile Café, we understand that your taste is unique. Whether you're in the mood for a simple black coffee and pastry, or a customized latte with a sandwich, we've got you covered.

Tell us what you're craving and we'll craft you're the perfect drink, with locally sourced coffee beans, using eco-friendly practices in every aspect of our operation to ensure that your experience is not only delicious but also environmentally responsible. On top of our commitment to fulfilling your cravings, we also want to take care of *you*, with unique quotes on every cup sleeve, bringing a spark of joy to your day. By offering you a wide range of delicious goods — *aside from a good cup of joe* — we are your one-stop shop for your favourite baked goods, ranging from croissants, sandwiches, cookies, pastries and more. You'll find us in the most unexpected places, from parks to playgrounds, we are coming your way.

## **ABOUT US:**

Welcome to EcoBeans Mobile Café – a place where passion for exceptional coffee and a commitment to environmental responsibility come together in perfect harmony.

### **Who We Are:**

At EcoBeans Mobile Café, we're not just another coffee shop; we're a team of coffee enthusiasts on a mission to redefine your coffee experience. We believe that great coffee and sustainability should always go hand in hand, and that's the driving force behind our eco-friendly mobile café.

### **Our Story:**

Our journey began with a simple idea: to create a space where coffee lovers could enjoy their favourite brew while knowing they were making a positive impact on the planet. We started as a small, mobile coffee cart with a big dream, and today, we proudly serve our community with our eco-conscious café on wheels.

### **Our Commitment to Sustainability:**

We are deeply committed to minimizing our environmental footprint. From sourcing ethically grown coffee beans to using compostable cups and utensils, every decision we make is guided by our dedication to the planet. We even power our mobile café with renewable energy to ensure that we leave a smaller carbon footprint with every cup of coffee we serve.

### **The Coffee Experience:**

At EcoBeans Mobile Café, we are passionate about coffee and dedicated to brewing perfection. Our skilled baristas take pride in crafting the finest customized coffee to suit your unique tastes. Whether you prefer a classic black coffee, a creamy latte, or an indulgent espresso, we're here to make it your way, just the way you like it.

### **Our Menu:**

In addition to our exceptional coffee, we offer a delectable selection of freshly baked goods. From cookies and pastries to sandwiches, our menu is designed to complement your coffee experience with a variety of mouthwatering options.

### **Join Us in Making a Difference:**

When you visit EcoBeans Mobile Café, you become a part of our mission to promote sustainability and spread coffee joy. We invite you to savour our eco-friendly coffee creations, knowing that every cup contributes to a greener

future. Thank you for being a part of our journey and for supporting our commitment to eco-friendliness and exceptional coffee. We look forward to serving you with a smile and a delicious cup of coffee the next time you visit EcoBeans Mobile Café. Together, let's sip responsibly and enjoy the goodness of coffee in harmony with nature.