

2024

# SPRING

HOME & GARDEN IMPROVEMENT





# Benjamin Moore Reinvents Regal® Select Interior Paint Enhanced Formula Designed to Withstand the Mess of Modern Life

Benjamin Moore, North America's favorite paint, color and coatings brand, has reinforced its Regal® Select Interior paint to stand up to the demands of everyday life like never before. The enhanced formulation features proprietary stain-release technology, increased scuff-resistance and washes clean without compromising color or sheen integrity.

Regal® Select is the paint that generations of painting professionals and homeowners have relied on for years to deliver the premium-quality results that Benjamin Moore is known for. Its smooth application and unbeatable flow and leveling allow painters to achieve professional results every time. The durable, washable finish enables easier clean-up of common household stains such as pencil, crayon, coffee and more, across all Benjamin Moore colors.

"For more than 60 years, Regal® Select has been the brand of time-tested premium interior paint that quality-minded professionals and homeowners trust," said Alyssa Scagnelli Figiel, Senior Product Manager at Benjamin Moore. "Our R&D and product development teams sought to make this tried-and-true interior paint even better by ensuring it delivers a flawless finish that is both beautiful and functional, resisting stains, scuffs and daily wear and tear."

To commemorate the launch, the brand has also developed a new creative campaign, entitled "Lovestruck Objects", that showcases a fresh take on what consumers think of when they think of Benjamin Moore. In two new creative spots, the brand features how much objects in the home love the durable qualities of Regal® Select; maybe even, a little more than the homeowners themselves!

The campaign was developed by independent creative agency, FIG.

Available in Flat, Matte, Eggshell, Satin/Pearl and Semi-Gloss finishes, Regal® Select Interior can be tinted in 3,500+ Benjamin Moore colors and is available exclusively at locally owned retailers throughout the US, Canada and international distributors. To learn more or to locate a retailer near you, visit [benjaminmoore.com](http://benjaminmoore.com).



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# 2024 SPRING HOME IMPROVEMENT

## 3 Tricks to Find the Right Home



For those beginning the process of home buying, there are many factors to consider. Keep these ideas in mind as you conduct your search - whether it's online or at a series of open houses.

### Consider Future Needs

Because life is always evolving, it's important to move into a home that has enough space for your family's anticipated changes. While features and space are always prime considerations, don't forget to, look into the area schools, day care options, parks and other kid-friendly amenities if you plan to grow your family in your next home.

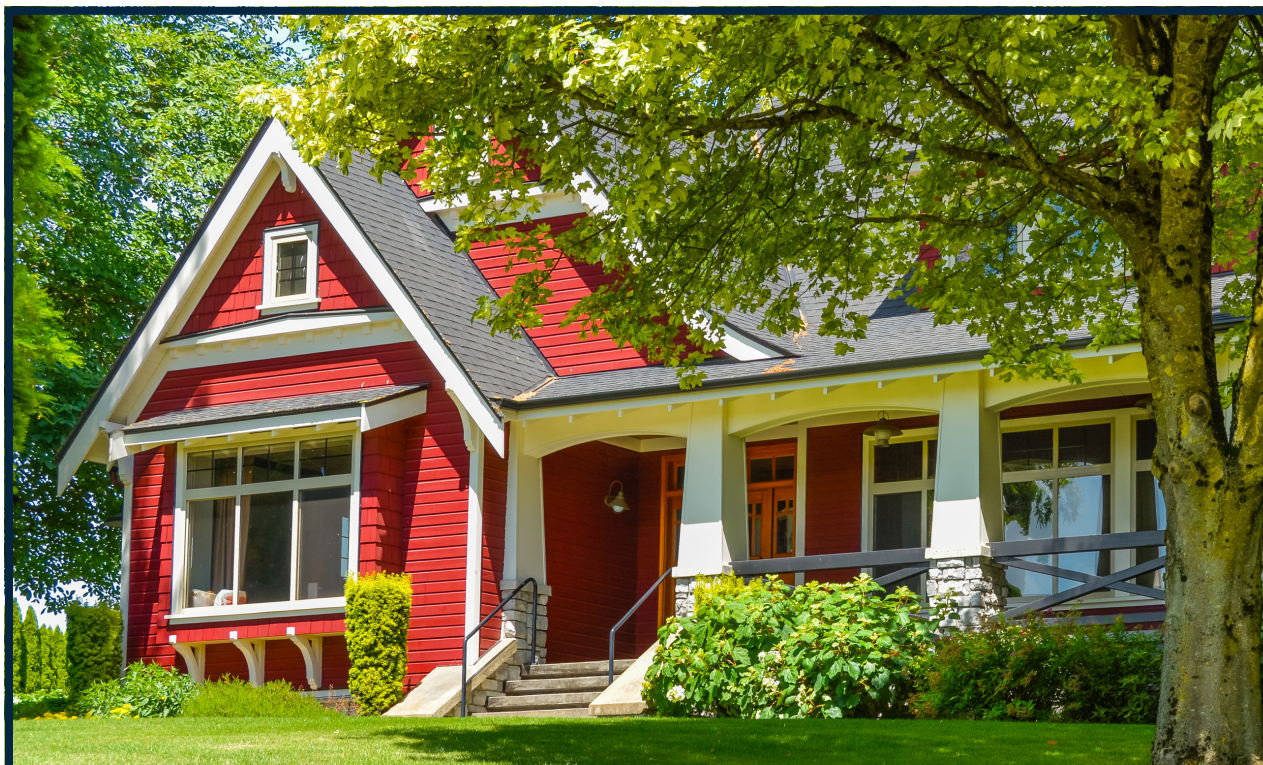
### Look for Flexible Spaces

Seek homes that offer rooms with multiple functions. For example, an office area may be suitable for a small child's room, or a sunroom may be converted to a laundry area down the road. Unfinished basements are also blank canvases that can be customized to meet your family's wants and needs.

### Get to Know the Area

The purchase of a home goes well beyond the property line. Be sure to examine the neighborhood in which the house is situated. From the condition of the neighbors' houses to highway access and the proximity of necessities like grocery stores and gas stations, be sure to take every factor into account to help ensure you're selecting the right location.

Find more tips to aid you in your home search at [eLivingtoday.com](http://eLivingtoday.com).



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## Questions to Ask When Considering Carpet on Your Stairs

**Are your stairs in good shape or do they need repair?**

of your staircase may be, custom carpeting is available and affordable.

**If you already have an existing runner on your stairs, is there a defined area between the wood and the covering?** This will determine the width of your new runner.

**Precise dimensions of the staircase, width of the steps, length of the risers and amount of steps is very important when ordering the correct amount of carpet.**

**What is the appearance of the area along the stairs? Wallpaper, paint, etc.? Would the carpet pattern clash?** Consider the style of your existing flooring and the color of your walls and furniture.

**Will your choice of floor covering need to be determined by the traffic flow?**

**Do you want the runner carpet to continue in the hall?**

**Consider the style and aesthetic of your home when picking out the right floor covering.** The floor covering should complement and enhance the existing decor.

**Do your existing stairs have any curves, landings, etc.?** No matter how unique the shape

**Also consider how often the choice of flooring will need to be maintained.** Some materials may require more frequent cleaning and care than others.

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# Alzheimer's Association Launches AlzWell Social Club in Westchester

## Free Dementia-Friendly Creative Programs

On select Sundays beginning March 10, the Alzheimer's Association Hudson Valley Chapter welcomes community members to its free AlzWell Social Club at the JCC Mid-Westchester.

The AlzWell Social Club is a fun, friendly afternoon of activities designed specifically for people with early-stage dementia or other memory impairment and their families. The program includes lunch, a choice of three creative programs, and a musical performance. The creative programs will vary and can include art, dance, or music groups; a book club; writing workshops; book making; art journaling; and a drama group that will work collaboratively on a short play.

Meg Boyce, vice president of programs and services for the Alzheimer's Association says, "Our goal is to create a welcoming place for people living with Alzheimer's or other dementia. You can meet people facing similar challenges, make new friends, and most importantly, have an enjoyable, relaxing afternoon."

The AlzWell Social Club will meet at JCC Mid-Westchester, 999 Wilmot Rd., Scarsdale, NY

10583 on the following Sundays, March 10 & 17, April 14 & 21, May 5, 19 & 26, and June 2 & 30, from 12:30-3:30 p.m.

Free, but registration is required.

For more information or to register for the Social Club, visit the Alzheimer's Association Hudson Valley Chapter, visit [www.alz.org/hudsonvalley/helping\\_you/social-programs/alzwell\\_social\\_club](http://www.alz.org/hudsonvalley/helping_you/social-programs/alzwell_social_club) or call 800-272-3900. In addition to AlzWell, the Chapter offers a range of free programs and services for people impacted by dementia in Westchester as well as Dutchess, Orange, Putnam, Rockland, Sullivan, and Ulster counties.

About the Alzheimer's Association

The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support, and research. Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementia®. Visit [alz.org](http://alz.org) or call 800.272.3900.



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