

**BABY BOOMERS**



## **WORDS THAT WORK**

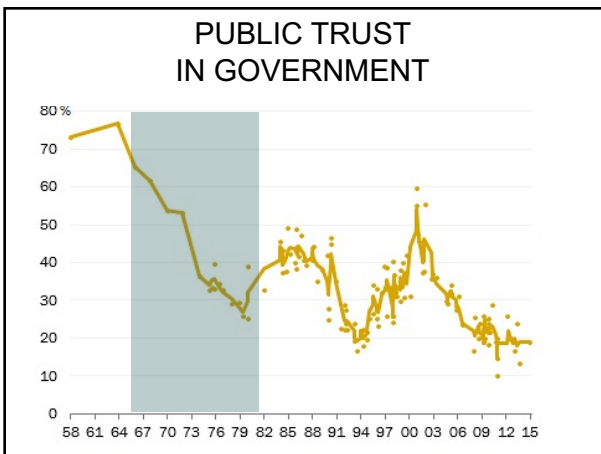
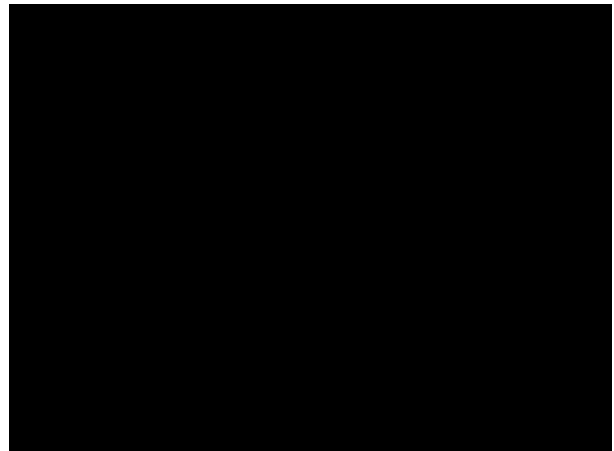
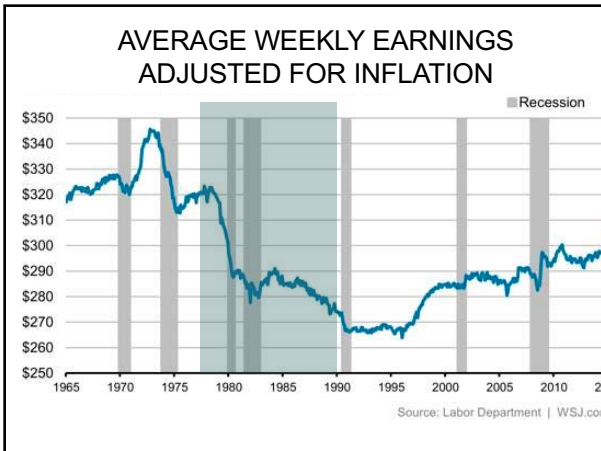
VISION, DREAM  
POSSIBILITY  
PROGRESS, IDEAL  
EXCELLENCE  
PERSONAL POTENTIAL  
EXCEPTIONAL



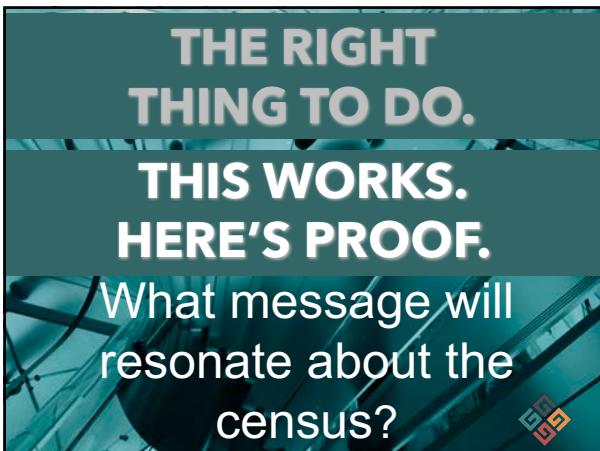
**THE RIGHT  
THING TO DO.**

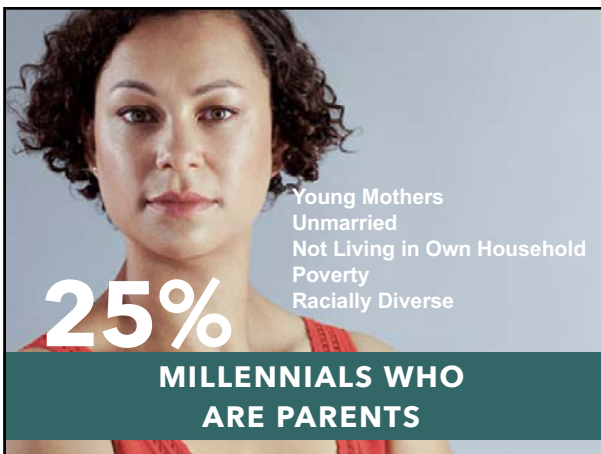
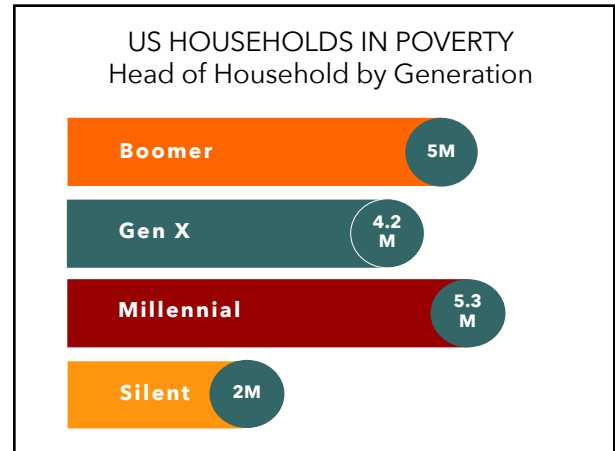
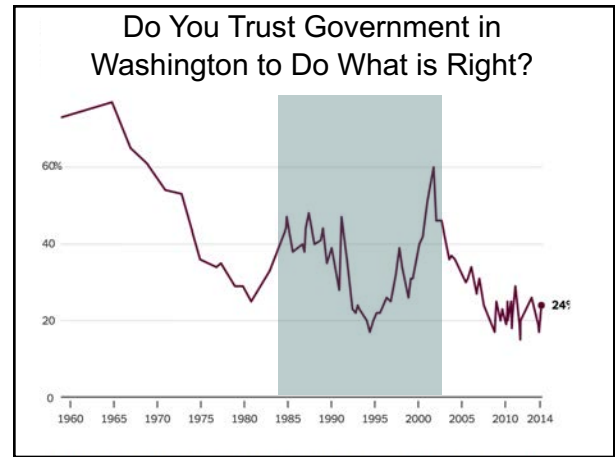
What message will  
resonate about the  
census?

**GENERATION X**











## WORDS THAT WORK

TOGETHER, FUTURE  
IMPACT, SHARE  
CO-CREATE  
COMMUNITY  
COLLABORATE  
INFLUENCE

