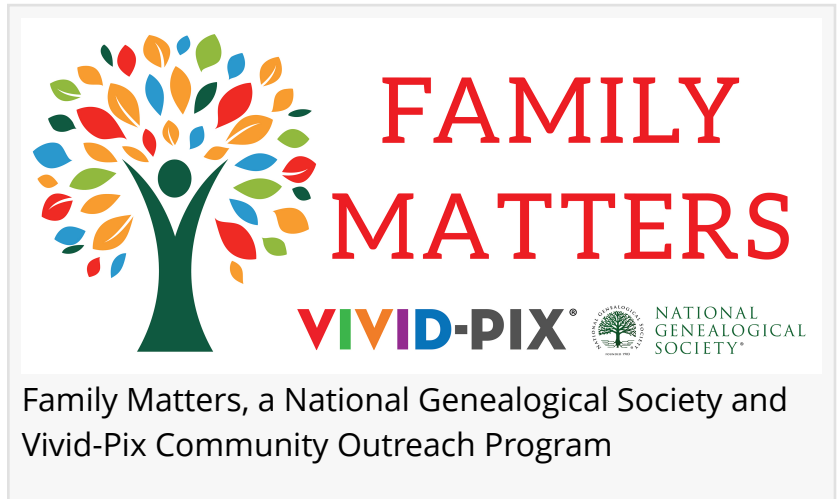


# National Genealogical Society and Vivid-Pix Announce Family Matters Community Outreach Toolkit Lending Service

RICHMOND, VA, UNITED STATES , May 31, 2023 /EINPresswire.com/ -- Today the [National Genealogical Society](#) (NGS) and [Vivid-Pix](#) announced the launch of an equipment and software lending service for their Family Matters Community Engagement Program. The Family Matters program combines NGS's vast membership with ready-to-use solutions from Vivid-Pix and NGS to assist families and loved ones with their family history pursuits.



Public interest in family history is at an all-time high. Yet, an imbalance exists between that interest and the public's understanding of genealogy and family history research and tools.

“

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*Rick Voight*

Family Matters is designed to increase family history education and programming by inviting new audiences through the doors of family history societies, libraries, archives, and museums.

The Family Matters Community Outreach Toolkit combines the Vivid-Pix Memory Station™ (scanning hardware, and software that improves images and captures stories), with turnkey marketing and education materials. “The Toolkit provides organizations with the tools needed to connect with the public and attract new audiences to the wonderful world of family history,” said Rick Voight, CEO of Vivid-Pix.

“The opportunities for genealogy and family history organizations to expand public programming are unlimited,” said Matt Menashes, CAE, executive director of NGS. “With this equipment, software, and educational programming, genealogy organizations can open the world of family history to new audiences including youth groups, community centers, senior

living facilities, and local business organizations.”

“Recording and sharing our life stories become more important as we mature. In addition to providing education to assist all individuals in sharing their stories, we are particularly pleased that genealogy organizations can help teach caregivers how to use family history and photo reminiscence to support loved ones with memory loss,” said Voight. “Organizations can provide programs that teach family and professional caregivers how to use photo reminiscence to improve connectedness and quality of life for loved ones experiencing cognitive loss.”



NGS member organizations can borrow equipment via an [online](#) request form. NGS will ship the Vivid-Pix Memory Station™ directly to those organizations. They only need to pay for return shipping. Vivid-Pix will supply software and training materials via download. NGS organization members can participate in this program immediately and begin to plan for when and how to take advantage of this new partnership.

Information and video about the program are available online.

#### About Vivid-Pix

By inventing and harnessing technologies, Vivid-Pix helps individuals, families, friends, and organizations with their most treasured memories. Vivid-Pix solutions help family historians and caregivers use Photo Reminiscence Therapy to assist persons experiencing cognitive decline and dementia. Vivid-Pix patented software has been sold in over 120 countries, improving old, faded photos and documents.

#### About NGS

Founded in 1903, the National Genealogical Society (NGS) inspires, connects, and leads the family history community by fostering collaboration and best practices in advocacy, education, preservation, and research. We enable people, cultures, and organizations to discover the past and create a lasting legacy. The Falls Church, Virginia, based nonprofit is the premier national society for everyone, from the beginner to the most advanced family historian.

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