## **Up The Antibodies** | **C Brand Studio**

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**Print Design 2** 

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### **The Brand Studio**

## Crossword

This crossword layout aligns elements to the grid established by the brand ad featuring Jeff. The crossword ad heroes the puzzle and clues, inviting readers to engage with the activity first and foremost. At the bottom of the page you'll find the brand CTA and logo alongside the puzzle answer key. This layout prioritizes puzzle engagement before prompting readers to engage with the brand destination.

#### Not everyone understands what immunocompromised people are going through right now.

#### An open letter from Jeff Bridges.

I'm not the same person I was Because even though you're doing it for oil the right reasons, you miss out on before the pandemic. I bet most of you can relate.

In January of 2021 when I got COVID-19 Frankly, I got real tired of it. I wanted to wolk my doughter down the cisle of her on top of my concer, I almost lost it all. vedding, I wanted to experience the But it doesn't just take a brush with death to experience loss. I want to talk about another kind of loss. The kind those of us who are immunocompromised live with So, I upped my antibodies to get extra stection. And to get back to doing what I love. every day.

Dp The Antibodies

If you feel like you've been missing out You know, when your immune system you can talk to your doc about upping is weak, you shield yourself from what the antibodies, too. You might finally be wonts because your body able to get back to doing some of the con't take it. I gotto be honest. It's things you love. And man, wouldn't that

Sending love and good vi

JUB-



ADVERTISEMENT

1	"The Dude" from Bridges octing dynasty						100					12				1		
		17	-	-		18		-			-		1	19	-	г		
	The Sick" (Volve	20	+	+	_	21	-	-	_			22	23	_	-	+		
	based on the true story of Hollywood couple	100	1			20	1					"	23	I .		L		
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	Emily V. Gordon)		10000		_	_			_			_						
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- 25	Curing shots	55	+	+-	_	56	57	58	50	_	-	+	60	_	-	⊢		
28	Moke a healthy meat say	Ľ.							~									
30	shocks (on)	61	1	1		62		1	1				63			L .		
21	Hosiery shade	64	+	+		-	65	+	+	-	-		66	-	-	⊢		
22	Pice (tor)	1		<u> </u>				-					· ·		1	L.		
33	Towson, Mit-based group that helps those living with H One on the front lines since 2020	62 indiona city named other a beloware chief 63 Driva's song						7 Beougnaix, e.g. 8 ' were enough' 9 Find the Enderses						33 "Suist ployWit" 34 Some formly rooms 35 Suffer from the heat				
40	Sofety hospital	64 Hosp, employees administering some shots					. 0	Fest of 25-Ao				In Suffer from the hold to 17 Ride to the hold to:						
-41	Everyone, in German									\$ (2020)	100	maybe			5			
42	Having prominent				2			Set of			. 38	8 Dioggerote						
	blood vessels (so it's easy to	65. Secondary shot in the orm 66. NP5, e.g.					II How others see you						Rivol city of Los Vegos					
	stick a needle in)						12	Wours suit o	0	-43	43 Chirchillo's coot							
-4.3	in a sty tashion				inper				44	44 End of Junchtime, often								
45	Finally stops, as							Risen			45 Poker quitter's words				de l			
1	a pondemic Resistance to Energy	000	DOWN				23			NOTV		47 Big house						
		1	1of Arc					24 Feeling other getting					48 Boseboll gloves					
	(physicians,	2 Different					o 5-Across 65-Across						49 Chemistry lob tube					
	pharmacieta, etc.)	3 With pondemic						foid o			57							
	10/8568*		protections in place, a big porty some of				26		fike (S	the co		50						
51	Humonitarion effort		us might be inclined				27	Orienans true love) 77 Toke, os some					53 Pupi's ploce					
52	Be under the weather	to attend						children's vitomine					54 Plumbing prockern					
55	Neighbor of Minn		<ol> <li>"I will opply</li></ol>				28 Positive 5-Across					57 Apply, as some topical creams.						
56	The state of having already caught							test eg					58 Whenhelk					
	something	Oath words) 5. Did core core co					Bump			- 10								
61	Real-estate												50 USA's Under					
	ogenes offering	6.1		31	0,00	oesg	oar											

Find out more about your options for added Covid-19 protection at uptheantibodies.com or scan the OR code here



Up The Antibodies

NEW YORK TIMES ADVERTISING + 🕢 Up The Antibodies

## For the immunocompromised community, the pandemic has led to a lot of questions around everyday life.

Now, there may be a better solution for COVID-19 prevention.

#### ACROSS

"The Dude" from Bridges 1 acting dynasty

- 5 \_\_\_\_-19
- 10 "The \_\_\_\_\_ Sick" (Movie based on the true story of Hollywood couple Kumail Nanjiani and Emily V. Gordon)
- 13 Butterlike spread
- Green fruit that is 14 high in antioxidants
- 16 Like some broody teens
- Big name among 17 5-Across, 25-Across
- 19 Bony fish
- 20 Born, in France
- 21 Editorial "I's"
- 22 Grammarian's topic
- 24 Babydoll
- 25 Curing shots
- 28 Make a healthy meal, say
- 30 Snacks (on)
- 31 Hosiery shade
- 32 Pine (for)
- 33 Towson, Md.-based group that helps those living with PI
- 36 One on the front lines since 2020
- 40 Safety \_\_\_\_ hospital
- Everyone, in German 41
- Having prominent 42 blood vessels

1	2	3	4		5	6	7	8	9			10	11	12
13					14					15		16		
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50								51				52	53	54
55	$\square$			56	57	58	59				60			
61	$\square$			62							63			
64					65						66			

- 62 Indiana city named after a Delaware chief
- 63 Diva's song
- 64 Hosp. employees administering some shots
- 65 Secondary shot
- 7 Beaujolais, e.g.
- "\_\_\_\_\_ seen enough" 8
- 9 First mo. 5-Across 25-Across were administered (2020)
- 10 Set about
- 11 How others see you
- 33 "Just playin'!"
- 34 Some family rooms
- 35 Suffer from the heat
- 37 Ride to the hospital, maybe
- 38 Exaggerate
- 39 Rival city of Las Vegas

- (so it's easy to stick a needle in)
- 43 In a sly fashion
- Finally stops, as 45 a pandemic
- Resistance to illness 46
- Health care \_\_\_\_ 49 (physicians, pharmacists, etc.)
- 50 Laissez-
- Humanitarian effort 51
- Be under the weather 52
- 55 Neighbor of Minn.
- 56 The state of having already caught something
- 61 Real-estate agent's offering

in the arm 66 N95, e.g.

#### DOWN

1

- \_ of Arc
- 2 Different
- With pandemic 3 protections in place, a big party some of us might be inclined to attend
- 4 "I will apply, \_\_\_\_ the benefit of the sick" (Hippocratic Oath words)
- Put one over on 5
- 6 Cheers

- Wounds with a 12 tusk or horn
- Impertinence 15
- **Risen from sleep** 18
- 23 Bro's female relative
- Feeling after getting 24 a 5-Across 65-Across
- Said out loud 25
- 26 \_Wilke (Scarlett O'Hara's true love)
- 27 Take, as some children's vitamins
- Positive 5-Across 28 test, e.g.
- 29 Bump
- Do perfectly 30
- Gymnast's goal 31

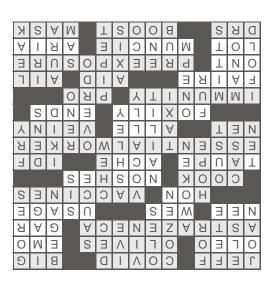
- 43 Chinchilla's coat
- End of lunchtime, often 44
- Poker quitter's words 46
- Big house 47
- **Baseball gloves** 48
- 49 Chemistry lab tube
- Line on a hospital chart 51
- Ambience 52
- Pupil's place 53
- Plumbing problem 54
- Apply, as some 57 topical creams
- 58 Wine: Prefix.
- Green consumer's prefix 59
- U.S.A.'s "Uncle" 60



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# THANK YOU.

# Ehe New York Eimes