



## **ALIGN Issue 71: Welcome to the Neighborhood**

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### **The Great Migration**

America is undergoing a great reshuffling. Conservatives are pulling their roots out of blue states and heading to greener pastures where the state and local governments (not to mention their neighbors) don't treat them like the enemy. Liberals, too, are vowing to leave red states in the wake of the latest Roe decision.

As the mass migration continues, make time to get to know your new (and old) neighbors. Socializing with strangers is a lost art in our modern world, but you can take a small step towards reclaiming it with a housewarming gift. Even if your neighborhood is already settled in, a nice candle or a tray of cookies can go a long way to (re-)establishing friendly ties with those who live nearest.

Safety is necessary, and good schools are a big plus, but it's friendship and real community bonds that make a new neighborhood feel like home.

## The Better Alternative

When you're searching for the perfect gift, don't mindlessly grab something kitschy from the aisles of left-wing corporations like Target or Walmart. Shop small instead and support America-loving businesses who make gifts for every occasion—like [Kerygma](#) candles.

Kerygma is owned by an entrepreneurial young mother who built her business to support her son and share her faith. Her candles are scripturally themed, wonderfully fragrant, and burn for hours. Cafecito and Morning Meditation are our personal favorites. ALIGN readers get 15% off their purchase with the code KERYGMA15.



## Business Spotlight

For those who like a little nostalgia, why not present your housewarming gift the traditional way with a true, American-made basket? [Petersboro Basket Co.](#) is the country's oldest basket maker, founded nearly 170 years ago in 1854 in New Hampshire. Even better, right now they have a deal for 35% off using code 1854-2022.

Need some ideas to fill your basket? Here are some of our favorites:

1. [Liberty Tribute Wines](#): Wine is a classic gift, and Liberty Tribute Wines is a wonderful choice. Their wines—named after the Founding Fathers—aren't just delicious but can also be a great conversation starter.
2. [Gold River Trading Company](#): If you're not sold on wine, tea is a great alternative. Gold River Trading Co's premium teas (hot or iced) would make for a refreshing surprise.
3. [Wicker's BBQ Sauce](#): With tasty marinades and bold sauces, Wicker's BBQ Sauce is the perfect grilling companion. If you're lucky, maybe the new neighbor you give it to will invite you back for a BBQ.
4. [Redmond Real Salt](#): You can't go wrong with Redmond's popular Organic Seasoning Giftbox. It's a steal at \$24.99, so why not grab one for you, too?

## **The Bigger Picture**

Calling all hostesses and homemakers! Ladies, we're curating the best products from aligned brands and beautiful lifestyle inspiration just for you in a new weekly newsletter called The American Woman, led by writer and podcast host, [Helen Roy](#). A grassroots countercultural movement centered on God, family, and femininity is taking hold across the country, and The American Woman is giving it a voice in the ways women work, play, and shop. [Sign up here](#).