



FOR IMMEDIATE RELEASE

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Seniors Throw Their Hearts Into the 12th Annual ASC Senior Games

Games aplenty for active older Canadians at All Seniors Care Living Centres across the country

CANADA – Discover the magic of living and loving abundantly during a week-long festival of sport that brings together seniors from 33 retirement residences across Canada. Presented by All Seniors Care Living Centres on August 8-12th, the Senior Games give elders the opportunity to enjoy a sport and social program themed “Love Lane”.

Now in its 12th year, the annual Games are a much anticipated, vibrant event during which residents compete individually and nationally for bragging rights and the chance to take home gold, silver, and bronze medals.

“We have some amazing athletes in our residences who are eager for the return of the Senior Games,” explains Joshua Kuhl, Senior Executive VP of Operations for All Seniors Care. “We are proud to host this great event that is an important part of our commitment to providing a positive aging experience for our residents and for all seniors in the communities we serve.”

With 5 days of competition and cultural events, senior residents have been honing their skills all year. There’s another side to the games – the opportunity to meet new people, laugh and make memories. Inspired by Anne Doran’s Love Lane, residents have been creating street art designed to highlight the importance of community, fellowship, and connection.

With a nod to Hannah Brencher’s Ted Talk, Love Letters to Strangers, seniors have also been writing love letters. The letters and art will be gifted to front line workers to show their appreciation. This year’s Games will incorporate 2 days of Summer Camp, educational workshops on bees and Mi’kmaq art.

The fun starts at around 10:30AM each day and features competition, an awards ceremony, food, and special guests. We are pleased to once more invite members of the community to join us as salute to seniors everywhere.

Schedule for the week of August 8 to 12:

Monday: Opening Ceremonies, Walk and Roll down Love Lane

Tuesday: Wii Bowling, Ladder Golf

Wednesday: Petanque atout

Thursday: Bean Bag Toss, Entertainment

Friday: Trivia, Closing Ceremonies

Don’t miss the opening and closing ceremonies when seniors will sing, whistle, and play kazoos to “Can’t Help Falling in Love” by Elvis Presley.

For event information, contact Ronna Goldberg 204.232.8495 or rgoldberg@allseniorscare.com



About All Seniors Care Living Centres Ltd.:

All Seniors Care, where caring is our number one concern, is setting the standard of excellence in luxury retirement living. Founded on an unwavering commitment to exceptional care, All Seniors Care is dedicated to creating and operating the best senior's facilities by providing the highest level of care to seniors. For more information, please visit our website at www.allseniorscare.com<http://www.allseniorscare.com/>.

Facility Contact Information

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