



FOR IMMEDIATE RELEASE

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Local Seniors Create Art Installation at Birchwood Gallery

All Seniors Care displays Art of the Mask to delight of residents

Winnipeg, MB – At 92 years old, Bette never imagined that she would take part in a gallery exhibit. One of the many local older adults whose artwork will be on display at The Birchwood Gallery on November 4-8, Bette is thrilled.

“I didn’t think that I could do it,” the enthusiastic resident at Sturgeon Creek II Retirement Residence explained. “The process was fascinating – we had to pour ourselves into the design and then paint the details on the masks.”

Inspired by Winnipeg artist Brian Longfield, the life-sized masks were created by All Seniors Care Living Centre (ASC) residents for the recent Art of the Mask national initiative.

“The Art of the Mask program was part of the simple and enduring philosophy that aging is a gift,” explained Ronna Goldberg, Event Planning & Community Engagement. “Our communities are designed to nurture this gift by providing each resident with thoughtful programs that help maintain health and well-being in body, mind, and spirit.”

For seniors like Bette, the original hand-made masks represent their stories, cultures, and the wealth of experience that comes with age. Each mask has a unique story to tell, captures a point in time, explores hardships and celebrations, and shows the resiliency and the healing nature of making art.

Families, friends, and the public are invited to view the exhibit from 10 a.m. – 5 p.m. Cider and fall treats will be served. Live background music will add to the gallery experience.

Dates: November 4, 5, 7, 8th

Location: Birchwood Art Gallery, 1068 Pembina Highway, Winnipeg, MB

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.

Facility Contact Information

For more information, please visit our website at www.allseniorscare.com e-mail Senior Executive VP of Operations, Joshua Kuhl, at jkuhl@allseniorscare.com or call 1.416.929.1328.



Mask made by a resident of St. Albert Retirement Residence in Alberta