

FOR IMMEDIATE RELEASE:

Revera Seniors Across Canada Celebrate the Royal Wedding

Highlights include 68-year vow renewals, carriage rides, high teas and English breakfasts

OTTAWA, Canada, April 29, 2011 - Thousands of seniors will gather today at Revera retirement and long-term care residences across Canada to celebrate the wedding of Prince William and Kate Middleton. The nuptials have sparked excitement across Revera residences, with residents planning everything from vow renewals, romantic horse and carriage rides, formal wedding showers and receptions, high tea and photo displays of weddings past.

“The Royal Wedding has provided an opportunity for our residents to recall their own special memories,” said George Walinga, Executive Director at Revera’s Colonel By. “Their wedding photos are true treasures and we’re so honoured to be able to display them.”

Revera operates more than 200 retirement and long term care residences across the country and strives to help seniors live life to the fullest. “The seniors who call Revera home have been a part of much history, and this Wedding has struck a real chord with them and with our staff,” said Jeff Lozon, President and CEO, Revera Inc. “We’re happy to be able to mark this occasion in special ways, and to share the excitement. I’m also sure there is lots of great advice our seniors could offer the Royal couple.”

Marion Smith from The Grandview in Windsor will celebrate her 100th birthday on April 28th, and she’ll celebrate this milestone as part of a ladies-only royal wedding shower that night. “There’s nothing like a wedding to bring people together,” said Mrs. Smith. “And we all have great memories of our own wedding showers and those we’ve attended over the years. This wedding shower is our way of supporting this young couple as they begin life’s journey together.”

The CBC telecast of the Royal Wedding will also feature the launch of Revera’s first-ever TV ad campaign, focused on dispelling common fears and misconceptions of living in a retirement residence.



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Revera: 50 years of experience
with over 250 locations.



About Revera Inc.

Revera is a leading provider of seniors' accommodation, care and services; built on a 50-year history of helping seniors live life to the fullest. Our 30,000 dedicated employees continually strive to serve a diverse group of clients and to meet their individual preferences. With 265 sites across Canada and parts of the US, we work to enhance lives through our range of leading home health services or in one of our retirement communities, long term care homes, or nursing and rehab centres.

Canadian-owned and operated, Revera serves approximately 30,000 clients every day, with the core values of respect, integrity, compassion and excellence at the heart of our business. Find out more about Revera at www.reveraliving.com.

- 30 -



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