

## **What scares young women the most about ageing? Hint: It's not what you think**

### ***Revera and Reel Youth Age is More Film Project Tackles Ageism Through Wise Words of Wisdom From One Generation of Women to the Next***

Toronto, Canada, October 22, 2014 – Contrary to popular belief, young women's fear of aging isn't "looking old." Instead, it's more serious issues like fear of losing mental capacity, physical capabilities and independence. And, according to experts it's a lack of interaction between people of different generations that's fuelling these fears.

A study<sup>i</sup> by Revera Inc., a leading provider of seniors' accommodation, care and services, shows when it comes to aging, Gen Y women (18-32) and women 75+ actually have the same fears. For both groups, their top three fears include: losing their mental capacity (71%), losing their physical capabilities (71%), and losing their independence (59%). The difference is in their outlook on aging: Gen Y females (78%) are most likely of all generations to fear getting old, while women 75+ are the most optimistic about aging, saying things like "age is just a number," and "the best is yet to come".

"Women of different generations have the same fears related to growing older yet their perceptions about aging are totally different," says Dr. Jane Barratt, Secretary General of the International Federation on Ageing (IFA). "Societal attitudes and actions impact individuals and perception is reality. The different generations aren't interacting enough and this seems to fuel anxiety in younger women, so one way to help change that perception is by interacting more with the older generation to learn about the reality of aging and put their fears to rest."

To address this issue, Revera has partnered with Reel Youth, a charitable project that empowers youth to create films about important social issues, to bring young and old together to help build bridges and change behaviours and attitudes. Called *The Revera and Reel Youth Age Is More Film Project*, the initiative partners young females with their older counterparts to impart their perspectives on aging, views of the changing role of women in society over the years, while also providing advice and secrets about aging well. In the process of working on the films, participants of all ages get to know each other and develop new friendships — a legacy that lives on, along with the films, after the project is over.

"This film project is a fun yet meaningful way for the generations to come together, share experiences and learn from each other," said Deea Linehan, Vice President Operations, Retirement Living from Revera. "Younger and older women getting to know each other helps to breakdown stereotypes, combats ageism and calms fears."

Revera and Reel Youth have partnered on other projects previously, but this is the first one to focus specifically on women's perspectives on aging.



"It's wonderful to see young women empowered to make videos that value the stories of older women," said Ella Cooper of Reel Youth. "It's exciting to witness this intergenerational group interacting with one another and to see how the younger generation has gained a sense of confidence in filmmaking, while developing a more positive outlook towards aging."

In this project, older women from Forrest Hill Place in Toronto have been paired with young women from the Toronto area, with the resulting films being featured on [AgeIsMore.com](http://AgeIsMore.com).

"It's a real pleasure to share stories and lessons I've learned over the years with young women," said Bertha Kronenberg, a participant in the project. "In society nowadays the focus seems to be finding a fountain of youth and trying to postpone aging at all costs, but getting older isn't something to be afraid of it's something to embrace."

The film project is part of *Age is More*, Revera's ongoing commitment to help combat ageism. In collaboration with partners like Reel Youth and the International Federation on Ageing, *Age Is More* aims to shed light on ageism, challenge the assumptions of aging and recognize the valuable contributions of older adults to society. All of the films from the *Revera and Reel Youth Age is More Film Project*, including the *Women's Wisdom Edition*, can be viewed at [AgeIsMore.com](http://AgeIsMore.com).

### **About Revera**

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 28,500 dedicated employees continually strive to serve a diverse group of clients and to offer choices to meet their individual preferences. With 227 sites across Canada and parts of the U.S., they work to enhance lives in their retirement communities, long term care homes, U.S. nursing and rehab centres and through the provision of home health services. Canadian-owned and operated, Revera serves approximately 28,000 clients every day, with the core values of respect, integrity, compassion and excellence at the heart of their business. Find out more about Revera at [www.reveraliving.com](http://www.reveraliving.com), on [facebook.com/Revera.Inc](https://facebook.com/Revera.Inc) or on Twitter @Revera\_Inc.

### **About Reel Youth**

Reel Youth is a not-for-profit program that encourages youth, adults and organizations to create and distribute compelling films about important issues. Over the past nine years, Reel Youth has produced over 2,000 films with 6,000 people within Canada and across the world. For more information, visit [www.reelyouth.org](http://www.reelyouth.org) or find us on Facebook and Twitter.

### **About the Revera Research**

Revera, in partnership with Leger Marketing, surveyed online Canadians aged 18-32 (Gen Y's), 33-45 (Gen X's), 46-65 (Boomers), 66-74 (Younger Seniors) and 75-plus (Older Seniors) to better understand their attitudes on aging. The survey was completed online from August 24th to September 4th, 2012 using Leger Marketing's online panel, *LegerWeb*, with a sample of 1,501 Canadians. A probability sample of the same size would yield a margin of error of 2.5%, 19 times out of 20.

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*iii Revera Report on Ageism, Revera and the International Federation on Ageing, 2012*



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