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Nine Films Celebrate Kitchener Seniors and Smash Stereotypes

The Revera and Reel Youth Age is More Film Project celebrates Ontario Seniors' Month

MISSISSAUGA, June 5, 2015 – In celebration of Ontario Seniors' Month, nine new films have just been released that celebrate the lives of older adults who live at Victoria Place Retirement Community in Kitchener, Ontario. These films were created as part of *The Revera and Reel Youth Age is More Film Project*, a partnership between Revera -- a leader in Canada's seniors living sector -- and Reel Youth, a not-for-profit which empowers youth to create engaging films about important social issues.

The goal of *The Revera and Reel Youth Age Is More Film Project* is to bring generations together and celebrate older Canadians. Young people create a series of short films that profile the lives of older adults. In the process of working on the films, the youth and older participants get to know each other and develop new intergenerational friendships — a legacy that lives on, along with the films, after the project is over. In this particular project, older adults who reside at Victoria Place Retirement Place Community in Kitchener have been paired with youth from the Kitchener area, with the resulting films being premiered at Victoria Place on June 4th.

Revera's *Age is More* initiative is part of the company's campaign to combat ageism. In collaboration with partners like Reel Youth, *Age Is More* aims to shed light on ageism, challenge the assumptions of aging and recognize the valuable contributions of older adults to society.

"Age is More is focused on breaking down misperceptions and tackling ageism," says Stephen Foster, Chief Operating Officer, Revera. "This film project is a fun yet meaningful way for the generations to come together, share experiences and learn from each other. By getting to know each other better, it helps to breakdown the stereotypes."

According to Zoe Miles, Programs Director for Reel Youth, "Bonds formed very quickly between the youth and the older participants. The age differences really fade into the background as they all focus together on creating the films. The youth were really interested in learning the stories of the older adults — each of them had their own approach to life."

The project was designed to provide an opportunity to connect the two groups who experience ageism the most in Canada. According to research from the [Revera Report on Ageism](#), youth and seniors are the two groups most likely to be treated unfairly or differently because of their age (73 per cent of Gen Y and 63 per cent of seniors 66 years of age and older).

Age differences proved to be no barrier to friendship and learning on this initiative. Owen Lucier, one of the young filmmakers said, “The highlight of the program for me was getting into the seniors’ lives and getting to know their stories.” When asked what he thought of the project, Paul Peel, Victoria Place resident said, “I found it very satisfying to do something I’d never done before and to do it with such wonderful people. The youth were really wonderful to work with.”

All of the films from the Revera and Reel Youth Age is More Film Project — heartwarming vignettes of extraordinary seniors whose lives are rich with accomplishment, loving relationships and service to their communities — can be viewed at [AgeIsMore.com](#).

About Revera

Revera is a leading owner, operator and investor in the seniors living sector. Through its portfolio of partnerships, Revera owns or operates more than 500 properties across Canada, the United States and the United Kingdom, serving more than 45,000 people. The company offers seniors’ apartments, independent living, assisted living, memory care, long term care and skilled nursing. With more than 45,000 employees dedicated to providing exceptional care and service, Revera is helping seniors live life to the fullest. Through [Age is More](#), Revera is committed to challenging ageism, the company’s social cause of choice. Revera is a wholly-owned subsidiary of the Public Sector Pension Investment Board. Find out more at [ReveraLiving.com](#), [facebook.com/ReveraInc](#) or on Twitter [@Revera Inc.](#)

About Reel Youth

Reel Youth is a charitable project that encourages youth, adults and organizations to create and distribute compelling films about important issues. Over the past six years, Reel Youth has produced over 1,000 films with 3,000 people within Canada and across the world. For more information, visit [www.reelyouth.org](#) or find us on Facebook and Twitter.

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