

FOR IMMEDIATE RELEASE:

Revera Remembers: Senior-Created Poppy Fields Bloom Across Canada as Company Partners with The Royal Canadian Legion

Revera Launches Annual Fundraising Initiative for The Royal Canadian Legion in Support of Veterans and their Families

Mississauga, November 10, 2016 – One hundred years ago, thousands of Canadian men and women risked and even lost their lives for our freedom in the First World War. As Canada remembers the sacrifices made by all Veterans, Revera, a leading provider of seniors' care and services, commemorates their bravery by displaying 100 resident-crafted poppies on the grounds of each of Revera's retirement communities and long-term care homes across the country – more than 17,000 poppies in all.

The symbolic tribute is part of *Revera Remembers*, a new annual initiative the company is launching to support The Royal Canadian Legion and its excellent work to support Veterans and their families. This year, each of Revera's communities has a mini poppy field of 100 poppies crafted by residents on display outside their building, and each community is pleased to have a Legion poppy pin box available for residents, staff and visitors who would like to show their support by wearing a poppy. This is also the inaugural year for Revera's new annual fundraising campaign to support the work of The Royal Canadian Legion; each Revera community will be conducting a fundraiser and Revera is donating \$10,000 to The Royal Canadian Legion through its *Revera Giving* program.

"Celebrating Veterans is a true highlight in our communities and we are proud to be an official partner of The Royal Canadian Legion," said Thomas Wellner, President and CEO of Revera. "Every day, we have the honour of being part of the lives of hundreds of Veterans and other seniors who have chosen to call a Revera community their home, and our aim is to help them live their lives to the fullest."

"We are pleased to count Revera as one of our Member Benefits Package partners. We are also particularly pleased with their inaugural annual fundraising campaign to promote Remembrance and help raise funds to help Veterans in need. It is through these local

initiatives that we are able to make a difference in the lives of Veterans in their own communities,” says Royal Canadian Legion Dominion President, David Flannigan.

Revera is also proud to partner with Reel Youth, a charitable project that encourages youth to make films about important social issues. A selection of videos featuring Veterans from The Revera and Reel Youth Age is More Film Project is showcased on a special web portal, www.reveraliving.com/ReveraRemembers2016, along with a short highlight video that is also being shared on social media.

“The vast majority of people who call Revera home, fought in, lived through or were impacted by at least one world war,” says Stephen Foster, Chief Operating Officer of Revera. “We’re fortunate to have some of their amazing stories captured on film through The Revera and Reel Youth Age Is More Film Project, and would encourage Canadians to take advantage of the opportunity to virtually get to know these heroes.”

Facts about the First World War ⁱ

- The First World War began on August 4, 1914, and the battle ended on November 11, 1918.
- More than 620,000 men and women from Canada and Newfoundland served during the First World War. More than 66,000 gave their lives and over 172,000 were wounded.
- April 22, 1915 was Canada’s first major participation at Ypres. Canadian Major John McCrae was inspired to write the poem *In Flanders Fields*, to honour a friend who died during this battle.

About Revera Inc.

Revera is a leading owner, operator and investor in the senior 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 50,000 seniors. The company offers seniors’ apartments, independent living, assisted living, memory care, and long term care. With approximately 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. Find out more at ReveraLiving.com, Facebook.com/ReveraInc or on Twitter [@Revera_Inc](https://Twitter.com/Revera_Inc).

About the Royal Canadian Legion

Established in 1926, the Legion is the largest Veterans Service organization in Canada with nearly 300,000 members, its mission is to serve all Veterans including serving Canadian Armed Forces and Royal Canadian Mounted Police members and their families, to promote Remembrance and to serve our communities and our country.

The Legion’s Service Bureau Network provides assistance and representation to all Veterans regarding their disability claims, benefits and services from Veterans Affairs Canada and the Veterans Review and Appeal Board in communities across Canada. It is the Legion that perpetuates Remembrance through the Poppy Campaign and Remembrance Day



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Ceremonies. With more than 1,400 branches, the Legion supports programs for seniors, Veterans' housing, outreach and visitation, youth leadership, education, sports, Cadets, Guides and Scouts.

We will Remember them!

- 30 -

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ⁱ <http://www.veterans.gc.ca/eng/remembrance/information-for/educators/quick-facts/first-world-war>



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