



October 1, 2008

SENIORS' AND ELDERS' MONTH PROCLAIMED IN MANITOBA

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\$132,000 Provided To Six Seniors' Organizations

Healthy Living Minister Kerri Irvin-Ross, minister responsible for seniors, today proclaimed October as Seniors' and Elders' Month in Manitoba, recognizing the contributions older adults have made to the cultural, social and economic fabric of the province.

"Seniors' and Elders' Month is a time to celebrate the accomplishments of Manitoba seniors and to recognize the extent to which their contributions have shaped our province," said Irvin-Ross. "Manitoba is committed to improving the quality of life for older Manitobans and assisting seniors in remaining a vital part of the communities they have helped build."

Marking the proclamation on the International Day of Older Persons, the minister celebrated with seniors at the Franco-Manitoban Cultural Centre during a Seniors and Elders Day Community Committee of Winnipeg event with the Be Active, Be Healthy! theme.

The minister also announced the province will provide \$132,000 to six community organizations for their work and support of the province's Advancing Age strategy and to support age-friendly related projects. Funding recipients include the Aboriginal Seniors Resource Centre, Age and Opportunity, Creative Retirement Manitoba, la Fédération des aînés franco-manitobains, the Manitoba Association of Multi-Purpose Senior Centres and the Manitoba Society of Seniors.

The years Seniors' and Elders' Day program will include a community walk, exercise breaks and intergenerational and multicultural entertainment. The day will also include educational opportunities, health promotions and a chance for older adults from across the province to connect and celebrate their accomplishments and abilities.

Manitoba has developed the Age-Friendly Manitoba initiative to support seniors in leading active, socially engaged, independent lives that contribute to healthy aging. The provincial initiative works together with communities to enhance many programs and services that benefit seniors, to enhance the health, independence and well-being of all Manitoba seniors.

The goal is to make Manitoba the most age-friendly province in Canada.

The first elder abuse conference in Manitoba, Partnering Towards the Prevention of Abuse of Older Adults, will be held on Oct. 27 and 28 at the Victoria Inn in Winnipeg. The aim of the conference is to bring together older adults, family members, advocates, researchers, service providers, government and law enforcement to increase awareness and understanding of elder abuse and build capacity and skills to respond to elder abuse.

The minister noted seniors are one of the fastest-growing age groups in Canada with approximately 13 per cent of the population over 65. Manitoba has one of the highest per-capita populations of seniors in the country.

Many communities in Manitoba are participating in Seniors' and Elders' Month by hosting an event to celebrate seniors. Events highlight intergenerational relationships, recognition of volunteers and promotion of active living. The online calendar of events can be viewed at www.seniors.cimnet.ca/cim/19.dhtm.

More information about Seniors' and Elders' Month is available at the Seniors' Information Line at 1-800-665-6565 or in Winnipeg at 945-6565.

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