



## LONG TERM CARE ASSOCIATION OF MANITOBA

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# News Release

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For immediate release:  
January 5, 2009

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## 2009 - Long Term Care Association of Manitoba Marks 50 Years of Advocacy

On January 5th, 1959, a few private 'nursing home' owners came together to form the Long Term Care Association of Manitoba (LTCAM). Today, this dynamic organization represents private, public and not-for-profit: assisted/independent living facilities; supportive housing residences; and personal care homes; spanning four regional health authorities across Manitoba.

Marking their anniversary began early, with the successful release of the 2009 'Celebrating the Spirit of Seniors' calendar, which surpassed initial estimates for distribution by seven times and the momentum just keeps growing. "Over the past two years, we've had a 40% increase in membership and those members represent new and different industry segments," says Jan Legeros, Executive Director. "This year, we plan to keep growing, to continually increase our visibility in the Province, to provide assistance to the public in gathering information about the various long term and continuing care options and to strengthen our education and advocacy roles."

To do that, the LTCAM web site is being redesigned to include an interactive provincial map where users can "scroll" over member facility / residence names and view profiles of each. There will also be links to these facilities / residences' websites, if available. The website will also include tools to help guide family discussions about a loved one's care needs. The new site will be launched by March 2009 at [www.ltcam.mb.ca](http://www.ltcam.mb.ca).

The LTCAM Provincial Conference coming up on May 26th will be particularly exciting, as the Board releases their revised Strategic Plan and a new Corporate Identity that reflects the growing and changing membership base. In the past two years, the Provincial Conferences have grown, with a 65% increase in attendance and a 200% increase in exhibitors.

"We're excited about 2009 and all that we can bring to the long term care industry and through it, to seniors in Manitoba as we continue to grow stronger." ***Please see our new 50th Anniversary Home Page at [www.ltcam.mb.ca](http://www.ltcam.mb.ca).***