



News Release

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Popular 2011 ‘Celebrating the Spirit of Manitoba Seniors’ Calendar now available

They come from different cultures, lifestyles, religious and political beliefs. They have different levels of health and fitness and different family situations. But the seniors featured in the 2011 Long Term & Continuing Care Association of Manitoba ‘Celebrating the Spirit of Manitoba Seniors’ calendar share the same messages of vibrancy, hope and optimism in all of their stories.

“It is an attitude, a spirit, that they were born with, or developed, or sought out along the way that they share in common,” says Jan Legeros, Executive Director, Long Term & Continuing Care Association of Manitoba (LTCAM). “Their stories speak to the values of family, honest work, fitness and health, giving and doing. They continue to support the causes and the people they believe in. These are the stories we are privileged to see and hear every day working with seniors and they are stories that are not shared often enough.”

These beautiful full-size 9 x 12 colour wall calendars, with photographs and stories of Manitoba seniors, are available now, in English or in French, for \$5.00 each, at the McNally Robinson store in Grant Park. They were created to challenge people’s preconceived notions about seniors and to raise awareness of the work of the Long Term & Continuing Care Association.

“2009 was our first year creating the calendar and we really didn’t know what to expect, but it has been a great success,” adds Legeros. “We planned to print 1,000 at first, but ended up printing 7,000 to meet the demand. This year, we have another wonderful collection of seniors’ stories featured. With the distribution of the 2011 calendar, a total of over 20,000 calendars have found their places of honour in homes, residences and offices.

The Long Term & Continuing Care Association of Manitoba is a not-for-profit corporation with more than 65 members, representing approximately 4,300 beds and suites across the continuum of care. In 1959, our founding members consisted of a few ‘nursing home’ owners. Today, we represent retirement, assisted living and supportive housing residences as well as personal care homes, spanning six of the eleven regional health authorities across Manitoba. Our membership has grown by over 150% since 2006 and has become much more diverse. Our primary objective is to advocate on behalf of seniors in Manitoba and the staff at the residences who serve them, throughout the long term care continuum. See our website for more information www.ltcam.mb.ca. *Our Website boasts higher activity per capita than other provincial long term care associations across Canada.*

Please join us for a celebratory launch of the calendar on December 1, from 1130 to 1230, at McNally Robinson Booksellers in Grant Park Shopping Centre. Come meet the seniors from all three of the calendars!