



September 3, 2020

Dear Residents, Families and Employees,

The pandemic is still with us, but it feels like we have a moment to reflect and think about how far we've come. We have experienced what has already been the worst pandemic in living memory, but our collective response to this crisis makes me prouder than ever to be Canadian.

I'm also proud of Revera's response, especially our incredible employees who have provided care and comfort to thousands of seniors over the past several months. We've been heartbroken by loss, yet we adapted, we persevered, and we held strong through these very trying times.

A few weeks ago, I shared Revera's *Pandemic Response Plan* - the most comprehensive plan in the Canadian senior living sector. Our goal is to make sure we learn everything possible from the COVID-19 pandemic experience so far to guide practical and actionable processes and protocols, and to drive lasting change. Our plan is an important guide to how we, as leaders in the sector, will help to restore your trust in the congregate senior living sector.

This work is well underway, and we are already gaining meaningful insights and data that will help us prepare for the future. I invite you to visit our new, dedicated [pandemic response page](#) to learn more.

Over the past few months, there has been much public discussion about the impact of the pandemic on seniors. We believe Canadians want to know what sector leaders like Revera are doing to prepare for the future. That's why Revera is launching an advertising campaign that kicks off with our sponsorship of *The Globe and Mail's* popular long weekend crossword puzzle. In our ads, we share the heartbreak and challenges the pandemic brought for all of Canada, for our residents and families, for our dedicated employees and for our industry. The ads also outline the key priorities of our *Pandemic Response Plan*.

The campaign will run until the end of October, and you can see our ads in newspapers like *The Globe and Mail*, *The Ottawa Citizen*, *The Edmonton Journal*, *The Calgary Herald*, and more. You may also hear us on the radio or see us online.

The ad campaign brings awareness to Revera's commitment to the people we serve and to learning everything we can through the pandemic experience. Of course, your experience happens daily, right in your or your loved one's long term care home or residence. We are all in this together, and as our ad says:



We are adapting. We are evolving. We are unwavering. We are Revera.

Be well. Stay safe. Stay strong.

Sincerely,

Thomas Wellner President & CEO, Revera Inc