

**MEDIA CONTACTS:**

Ellen Woodger

416-483-2358

[ellen.woodger@sympatico.ca](mailto:ellen.woodger@sympatico.ca)

Cathy Metson

289-777-1295

[cathy.metson@reveraliving.com](mailto:cathy.metson@reveraliving.com)

**FOR IMMEDIATE RELEASE:**

**“Super” models (aged 84 – 98) gamble that  
“What Happens in Vegas Stays in Vegas” with sassy new calendar**

***Proceeds from Revera’s 2012 Claremont Calendar to be donated to  
international children’s charity, Free The Children***

**TORONTO - December 6, 2011** –*Sequins, feathers, gambling, magic, Elvis impersonators, a ‘just married’ bride and groom and a world boxing champ. If it sounds like Vegas, it almost is.*

These are just some of the coy poses struck by members of the vibrant community of seniors at **Revera’s Claremont Retirement Residence** in Toronto, in the 2012 Claremont Calendar. In its seventh year, the calendar features 84 to 98 year old residents posing in colourful, eye catching shots set to the theme of “*What Happens in Vegas, Stays in Vegas.*”

**To view the calendar photos, get a behind-the-scenes look at the photo shoot and hear from some of the calendar participants, click [here](#).**

“For many years my desire was to be on Broadway, and I didn’t make it,” said Mimsi, age 95, who appears as a world boxing champion with a Vegas-like title belt in the 2012 calendar. “The Claremont Calendar has fulfilled my dream and *is* my Broadway. It’s so much fun, and we’re doing it for such a great cause.”

Shot by well-known veteran photographer, Hugh Wesley, all proceeds raised from the sale of the calendar will be donated for the fourth straight year to **Free The Children**, an international charity and educational partner who’s mission is to free children from poverty, exploitation and from the idea that they are powerless to change the world. The calendar has helped build three school rooms with Free The Children in areas of need around the world. To date, the calendar has raised more than \$100,000 for this organization and other charitable causes.

“The calendar showcases the vitality and fun-loving spirit of many Claremont residents, and gives a bit of a cheeky challenge to the assumptions that people hold about how seniors like to have fun,” said Lynn Webster, Senior Executive Director at The Claremont by Revera. “Our goal at Revera’s Claremont is to help people live their lives to the fullest, and this annual event has proven to be a wonderfully positive shared experience for our residents, families and staff.”

A \$12 donation buys the 2012 calendar, and it is available exclusively through Revera’s The Claremont.

Past calendar themes have included The Glamour Girls, Live Your Dreams, a Swimsuit issue, The Joy of Living, Around the World and The Claremont After Dark. **To order a copy of the calendar, please visit [www.reveraliving.com](http://www.reveraliving.com), or call The Claremont at 416 440-0012.**

“Year after year, the residents of Revera’s Claremont continue to show that making a difference has no age limit,” said Marc Kielburger, co-founder, Free The Children. “I’m truly inspired by their creativity, and so thankful for all the continued support. The proceeds from this calendar will make such a difference in the lives of so many kids overseas.”

#### **About Revera Inc.**

Revera is a leading seniors’ accommodation, care and services company; built on a 50-year history of enhancing lives with choices in community living, warm hospitality and compassionate care. Meeting the diverse needs of seniors and their families drives Revera's 30,000 dedicated employees at our 258 sites across Canada and parts of the US. Revera aims to help seniors live life to the fullest, whether it’s through our range of leading home care services or in one of our retirement communities, long term care homes or skilled nursing and rehab facilities. Canadian-owned and operated, Revera serves approximately 30,000 clients every day, with the core values of respect, integrity, compassion and excellence at the heart of our business. Find out more about Revera at [www.reveraliving.com](http://www.reveraliving.com).