

FOR IMMEDIATE RELEASE:

**Event to celebrate the importance of eating well at any age
SENIORS WILL SAVOUR THE FLAVOUR AT REVERALICIOUS**

TORONTO, Canada, September 18, 2011 – Thousands of seniors across Canada and in Oregon will take part in Reveralicious on September 18, a celebration of food with no age limit. Celebrated at more than 100 Revera retirement homes in Canada and Oregon, Reveralicious will bring together residents and local community members to try delicious foods that are prepared for seniors, but will impress even the most discerning foodie.

“We know that not only do seniors love food, but that shared mealtimes contribute to both nutritional and social well-being,” says Revera Corporate Chef and National Director of Culinary Services, Gary McBlain. “That’s why mealtime is such an important and enjoyable part of living at our retirement residences.”

Mr. McBlain says Reveralicious helps address myths, such as the misperception that changes to seniors’ sense of taste means they simply stop enjoying food.

“As we age, we do start to lose our sense of smell, and this changes how things taste,” said Mr. McBlain. “This needs to be taken into consideration when preparing food for seniors, along with any dietary health requirements. But this doesn’t mean food needs to be boring or that seniors don’t still crave flavourful meals. Reveralicious lets us showcase the culinary creativity that we know seniors appreciate.”

Revera chefs will pull out all the stops for Reveralicious, serving mouthwatering dishes that include everything from rosemary crusted lamb to beef tenderloin with mango and red pepper chutney. Residences will also provide tours, entertainment and chef demonstrations. For more information about Reveralicious visit www.reveraliving.com



reveraliving.com

*Revera: 50 years of experience
with over 250 locations.*



About Revera Inc.

Revera is a leading provider of seniors' accommodation, care and services; built on a 50-year history of helping seniors live life to the fullest. Our 30,000 dedicated employees continually strive to serve a diverse group of clients and to meet their individual preferences. With 265 sites across Canada and parts of the US, we work to enhance lives through our range of leading home health services or in one of our retirement communities, long term care homes, or nursing and rehab centres.

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.

