

FOR IMMEDIATE RELEASE

## **Victoria Women Celebrate International Women's Day by Sharing Their Stories of Courage and Success through 10 Short Films**

### ***The Revera and Reel Youth Age is More Film Project Tackles Ageism Through Wise Words of Wisdom from One Generation of Women to the Next***

**Mississauga, Canada, March 6, 2015** – In celebration of International Women's Day on Sunday, March 8, Revera Inc. and Reel Youth are releasing 10 poignant short films about ageism and the changing role of women in society at [AgeIsMore.com](http://AgeIsMore.com). Part of *The Revera and Reel Youth Age is More Film Project*, this Women's Wisdom edition gives a voice to a generation of women of who have lived through a period of immense change in women's roles and rights.

Now in their 80s and 90s, the women featured in the films show that no one should let their gender or their age stand in the way of living a fun and fulfilling life. Filmed by 12 young women from Victoria, British Columbia these films discuss a generation's experience with sexism, tackling the myths of ageism in the process.

Revera has partnered with Reel Youth, a charitable project that empowers youth to create films about important social issues, to bring young and old together to help build bridges and change behaviours and attitudes. *The Revera and Reel Youth Age Is More Film Project* brings together young females with their older counterparts to impart their perspectives on aging, views of the changing role of women in society over the years, while also providing advice and secrets about aging well. In the process of working on the films, participants of all ages get to know each other and develop new friendships — a legacy that lives on, along with the films, after the project is over.

"This film project is a unique way to bring together two generations of women, who might not otherwise meet," said Janet Ko, Senior Vice President, Marketing and Communication from Revera. "It creates an opportunity for older women to share their experience, advice and passion for life with a younger generation. We've seen firsthand how both generations benefit from building new relationships."

Revera and Reel Youth have collaborated on other projects previously, and this is the second one to focus specifically on women's perspectives.

"It's wonderful to see young women empowered to make videos that value the stories of older women," said Zoe Miles of Reel Youth. "It's exciting to witness this intergenerational group interacting with one



another and to see how the younger generation has gained a sense of confidence in filmmaking, while developing a more positive outlook towards aging.”

In this project, women who live at The Kensington Retirement Community in Victoria, British Columbia were paired with young women from the Victoria area. The resulting films premiered at a gala event at The Kensington Retirement Community on March 5, 2015.

At 81 years old, Geraldine, affectionately known as Dene, is one of the seniors featured in the films. She shares her perspective on women’s roles in society and her thoughts on equality: “It just drives me crazy when someone says a woman can’t do something because she’s a woman...I think the very fact is you can do whatever you like and no one can say you can’t.”

The film project is part of *Age is More*, Revera’s ongoing commitment to help combat ageism. In collaboration with partners like Reel Youth and the International Federation on Ageing, *Age Is More* aims to shed light on ageism, challenge the assumptions of aging and recognize the valuable contributions of older adults to society. All of the films from the *Revera and Reel Youth Age is More Film Project*, including the *Women’s Wisdom Editions*, can be viewed at [AgelsMore.com](http://AgelsMore.com).

### **About Revera**

Revera is a leading provider of seniors’ accommodation, care and services. Canadian owned and operated, Revera is built on a 50-year history of helping seniors live life to the fullest. With 227 sites across Canada and parts of the U.S., the Company’s nearly 30,000 employees work to enhance lives in Revera’s retirement communities, long term care homes, U.S. nursing and rehab centres and through the provision of home health services. Revera’s participation in the seniors housing market is extended through its 76 per cent interest in the Sunrise Senior Living Management Company, which manages 290 retirement communities in the U.S., the U.K. and Canada; and through its partnership with Réseau Sélection to jointly own 20 retirement communities in Quebec. Find out more at <http://www.reveraliving.com>, on [facebook.com/ReveraInc](https://www.facebook.com/ReveraInc) or on Twitter [@Revera Inc.](https://twitter.com/ReveraInc)

### **About Reel Youth**

Reel Youth is a not-for-profit program that encourages youth, adults and organizations to create and distribute compelling films about important issues. Over the past ten years, Reel Youth has produced over 2,000 films with 6,000 people within Canada and across the world. Find out more at [www.reelyouth.org](http://www.reelyouth.org), [Facebook](#) and [Twitter](#).

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