



# News Release



**FOR IMMEDIATE RELEASE:**

## **Revera Remembers: Poppy Fields Bloom Across Canada as Company Hosts Second-Annual Fundraising Initiative for The Royal Canadian Legion**

***17,000 poppies displayed coast-to-coast***

**Mississauga, November 9, 2017** – Revera, a leading owner, operator and investor in the senior living sector is proud to celebrate and honour Remembrance Day through *Revera Remembers*, the company's second-annual initiative in support of The Royal Canadian Legion. Last year, Revera raised more than \$20,000 in support of Veterans and their families, and is excited to build on their contributions with this year's fundraising initiative.

As part of *Revera Remembers*, Revera will commemorate the bravery of Veterans by displaying 100 resident-crafted poppies on the grounds of each of the company's retirement residences and long term care homes across the country – more than 17,000 poppies in all.

Revera's own Chief Elder Officer, Hazel McCallion, is at The Annex Retirement Residence in Toronto, Ontario today to help set up the display of poppies at the residence. "It's a privilege and honour to commemorate the bravery of our Veterans through this symbolic tribute," said Hazel McCallion.

Each residence will also host a fundraising event in support of The Royal Canadian Legion. Additionally, Revera retirement residences, long term care homes and the support office are pleased to prominently display a Legion poppy pin box to raise funds in support of the Legion's Poppy Campaign. "The vast majority of people who call Revera home either served in, lived through or were impacted by at least one world war. Honouring and supporting our Veterans, and those who contributed to Canada's war efforts is important to us," said Thomas G. Wellner, President and Chief Executive Officer at Revera.

"We are pleased to count Revera as one of our Member Benefits Package partners. We are also particularly pleased with their annual fundraising campaign to promote Remembrance and help raise funds to help Veterans in need. It is through these local initiatives that we are able to make a difference in the lives of Veterans in their own communities," says Royal Canadian Legion Dominion President, David Flannigan.

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Revera is also proud to partner with Reel Youth, a charitable project that encourages youth to make films about important social issues. A selection of videos featuring Veterans from the Revera and Reel Youth Age is More Film Project, including a film of Margaret Howe, a Veteran who lives at Revera's Windermere on the Mount Retirement Residence in London, Ontario and who wrote a book about her experience serving as a Captain in the Second World War, are showcased on a special web portal, [www.reveraliving.com/ReveraRemembers2017](http://www.reveraliving.com/ReveraRemembers2017).

### **About Revera Inc.**

Revera is a leading owner, operator and investor in the senior living sector. Through its portfolio of partnerships, Revera owns or operates more than 500 properties across Canada, the United States and the United Kingdom, serving more than 50,000 seniors. The company offers seniors' apartments, independent living, assisted living, memory care, and long term care. With approximately 45,000 employees dedicated to providing exceptional care and service, Revera is helping seniors live life to the fullest. Through [Age is More](#), Revera is committed to challenging ageism, the company's social cause of choice. Find out more at [ReveraLiving.com](http://ReveraLiving.com), [Facebook.com/ReveraInc](https://Facebook.com/ReveraInc) or on Twitter [@Revera\\_Inc](https://Twitter.com/Revera_Inc).

### **About the Royal Canadian Legion**

Established in 1926, the Legion is the largest Veterans Service organization in Canada with nearly 300,000 members, its mission is to serve all Veterans including serving Canadian Armed Forces and Royal Canadian Mounted Police members and their families, to promote Remembrance and to serve our communities and our country.

The Legion's Service Bureau Network provides assistance and representation to all Veterans regarding their disability claims, benefits and services from Veterans Affairs Canada and the Veterans Review and Appeal Board in communities across Canada. It is the Legion that perpetuates Remembrance through the Poppy Campaign and Remembrance Day Ceremonies. With more than 1,400 branches, the Legion supports programs for seniors, Veterans' housing, outreach and visitation, youth leadership, education, sports, Cadets, Guides and Scouts.

We will Remember them!

- 30 -

### **FOR MORE INFORMATION PLEASE CONTACT:**

Maia Doytcheva

Revera Inc.

(647) 402-8871

[maia.doytcheva@reveraliving.com](mailto:maia.doytcheva@reveraliving.com)



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