



Revera recruitment team named finalists for Canadian HR Awards

Revera nominated in Most Effective Recruitment Strategy and Best Employer Branding categories for 2021

MISSISSAUGA, ON – August 4, 2021 – Revera, a leader in the long term care and retirement living sector, is proud to be recognized as a finalist in the 2021 Canadian HR Awards, the leading independent awards event for the Human Resources profession in Canada. Revera is a finalist in two categories, Most Effective Recruitment Strategy and Best Employer Branding.

Presented by [HRD Canada](#) and [Canadian HR Reporter](#) magazine, the awards showcase Canada’s most outstanding HR teams, leaders and employers for their achievements, leadership and innovation in the HR profession over the past 12 months. As Revera continues to recruit new employees through the pandemic, it credits its success to its emergency relief hiring campaign, “Join Our Team” launched in March 2020.

“At the onset of the pandemic, long term care and retirement homes across Canada faced unprecedented hiring needs. Revera had a very important message to share, “We are hiring!”” says Cathie Brow, Senior Vice President, Human Resources & Communications, Revera. “Our recruitment strategy demonstrates what success looks like in each role to attract future talent. We show prospective employees how a role at Revera fits with their values, passion and purpose.”

From March 1, 2020, to May 31, 2021, Revera hired 1,417 new employees as emergency relief staff through the Join Our Team campaign in addition to regular frontline hiring.

New employees joined Revera in a variety of roles including, Nurse (RN/RPN/LPN), Personal Support Worker/Health Care Aide, Housekeeping & Laundry Aide, Environmental Services Assistant, General Helper, Cook/Assistant Cook, Dietary Aide/Wait Staff, Recreation Aide and Administrative Assistant/Receptionist.

“I joined Revera during the pandemic and at first was nervous working in a front-line role. I quickly realized how seriously Revera took COVID-19 precautions, not only to protect the residents but also to protect staff, allowing me to feel safe every day,” says Philon Hackshaw, receptionist, The Annex Retirement Residence. “Working at Revera has helped me to find a role that brings inner joy. When I’m interacting with and assisting our seniors it truly brings out the best in me.”



In 2019, Senior Vice President, Human Resources & Communications Cathie Brow was awarded HR Leader of the Year. The award recognized her transformative contributions to Revera, her outstanding contributions to the HR profession and her dedication to championing best practices in Canada. Revera is also a former recipient of Best Talent Management Strategy, presented at the 2020 Canadian HR Awards. The Canadian HR Awards winners will be revealed at a celebratory award show on September 15, 2021.

Revera believes everyone should have the opportunity to live a life of purpose and creates environments that make this possible. Revera is hiring in a variety of roles across Canada. To learn more about starting a career at Revera, visit careers.reveraliving.com.

About Revera

Revera is a leading Canadian-owned and -headquartered, owner, investor, developer and operator 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 55,000 seniors. The company offers seniors' apartments, independent living, assisted living, memory care, and long term care. With approximately 50,000 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, Facebook.com/ReveraInc or on Twitter @Revera_Inc.

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