



Revera CEO Tom Wellner shares candid perspective on leading during the pandemic

Unprecedented: Canada's Top CEOs on Leadership During COVID-19 published today

MISSISSAUGA, Canada –APRIL 12, 2022 – In a frank and personal account, Revera CEO Tom Wellner shares his experience at the helm of Canada's leading senior living organization during the pandemic in a compelling new business book published today. *Unprecedented: Canada's Top CEOs on Leadership During Covid-19*, which includes first-hand perspectives by 29 senior leaders from across industries, was compiled and edited by Steve Mayer, President of Greenhill Canada and Vice Chairman of Greenhill & Co, and Andrew Willis, business columnist for *The Globe & Mail*. Net proceeds from the [sales](#) of *Unprecedented* are being donated to United Way Centraide Canada for COVID recovery across Canada.

Tom's account offers a unique view of the extraordinary and heartbreaking journey experienced in senior living, particularly long-term care, during the first two waves of the pandemic. It provides insight into the daunting challenges faced by the organization and sector throughout the crisis, and the thinking behind Revera's decisions to help address them. It also discusses clear gaps in the system that the pandemic revealed.

"The pandemic has been the most difficult, tragic period of our collective experience, and for seniors' care, has shown areas, like staffing and capacity, where profound improvements must be made," said Tom. "We owe the best to the seniors of today and tomorrow, and we owe the best to the incredibly compassionate and dedicated frontline employees who have shown such courage through the past two years. They are true heroes."

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 45,000 seniors. Revera offers seniors' apartments, [independent living](#), [assisted living](#), [memory care](#), and [long term care](#). With over 45,000 employees dedicated to providing exceptional care and service, Revera is helping seniors live life to the fullest. Find out more at Reveraliving.com.

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