



Media Release

FOR IMMEDIATE RELEASE

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Alberta Seniors Communities & Housing Association Celebrates the Power of Residents

The 2016 Alberta Senior Communities & Housing Association (ASCHA) Convention and Tradeshow on April 25 – 27 at the Sheraton Red Deer Hotel will celebrate more than just a good news budget for seniors housing and care. With the recent provincial budget announcement of a 2% increase to public sector housing - the first increase in over four years – and over 1.2 billion in capital funding over five years for affordable housing, providers are focusing their attention on what various funding announcements could mean for senior residents, housing and their communities as a whole.

ASCHA members strive to innovate and put best practices in place to improve the lives of residents, but are often doing more with less, and with a great deal of constraints, barriers and frustrations. However, providers recognize that their residents experience the same challenges. Seniors try to live a life of purpose often with less physical and cognitive capacities, less income, less mobility and less independence. How can providers and residents work together to advocate for seniors communities that truly feel like home and allow individuals to age well in community?

The 2016 ASCHA Convention & Tradeshow, will be the largest gathering of seniors housing leaders in Western Canada. Public, voluntary and private providers will be in attendance to plan the future of seniors housing in Alberta, and to prepare for the next generation of seniors – a demographic that will soon represent over 20% over Alberta's total population.

As leaders, we want to create the very best aging in community experiences for Albertans.

– Raymond Swonek, ASCHA President

The event boasts a rich program, which includes panel sessions with senior leaders from Alberta Health, Alberta Health Services and Alberta Seniors & Housing. The Honourable Sarah Hoffman, Deputy Premier & Minister of Health and the Honourable Lori Sigurdson, Minister of Seniors & Housing will be making formal addresses. With over ten expert-led education sessions, and keynote presentations from Marketing Specialist Ron Tite and Canadian Travel Journalist, Bruce Kirkby, delegates will explore how best to get information out to seniors to build public awareness of the options available and the positive effect seniors congregate living can have on aging.

Though this event will be closed to the public, media personnel are invited to attend any of the sessions for the purpose of news coverage.

For immediate information, contact:

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