



Media Release
FOR IMMEDIATE RELEASE Seniors Housing

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**Association Celebrates 50 Years of Serving
Alberta's Seniors**

The Alberta Senior Citizens' Housing Association (ASCHA) celebrates its 50th Anniversary at the 2015 ASCHA Convention & Tradeshow on April 15 – 17 at the Shaw Conference Centre in Edmonton. For over half a century, ASCHA members have welcomed and provided housing to over a quarter of a million Albertans in independent and supportive living settings. They have approximately provided over 70 million meals and 2.2 million life enrichment activities. Seniors housing providers are at the front lines ensuring Alberta's seniors are safe, secure and age well in their communities. This is a celebration of their history, their successes and the important work they do for seniors.

The 2015 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.

The event boasts a rich program: an Insight Panel featuring two leading experts in seniors housing trends and Brock Carlton from the Federation of Canadian Municipalities (FCM); a keynote on moving beyond change to transformation from Kevin Gangel and Vik Maraj, and a Resident and Family Panel hosted by Daryl McIntyre of CTV News Edmonton where providers can engage in a thoughtful discussion on the future of seniors housing with the residents themselves. The ASCHA Tradeshow is an extremely important part of this event, with over eighty of the very best companies that provide supporting products and services to seniors housing providers.

On Friday, April 17 at 10:30 am, Alberta's political party leaders have been invited to share their vision for seniors and seniors housing with the 300 housing provider representatives in attendance. As it is the providers who will ultimately deliver the vision of the elected government, it is important to hear the differing views of the parties and for the industry, in turn, to assist each party in understanding front-line realities so that we can all work together to enhance the living experience of our seniors.

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.

About ASCHA

For 50 years the Alberta Senior Citizens' Housing Association (ASCHA) has championed the seniors housing industry by supporting our members in creating and maintaining vibrant seniors housing for Albertans. ASCHA members provide housing to over 30,000 seniors across the province. This includes the full spectrum of seniors housing options including independent living, supportive living and designated supportive living choices offered by all sectors (voluntary, public and private).

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