FOR IMMEDIATE RELEASE

Fundraiser Helps Alleviate Senior Isolation in Edmonton

Edmonton, AB - Over 400 people are set to attend GEF Seniors Housing’s largest fundraising event of the year. The 11th annual Building for Life Breakfast Fundraiser will help fund the Community Support Program which aims to reduce the problem of social isolation in the older adult population.

With funding from the Federal Government’s New Horizons for Seniors Program, GEF developed the Community Support Program where outreach workers work one-on-one with seniors experiencing difficulties in their day-to-day lives and help them find solutions.

In 2018, the four-person team assisted more than 430 residents which is more than double the number of residents assisted in the previous year. From these increasing numbers, it is evident that the need to continue this program remains strong and GEF wants to see the Community Support Program expand its operations into a wide range of life-enrichment services. The funding received from the Federal Government for the program ended earlier this year.

In this 60th anniversary year for GEF Seniors Housing, sponsors have invested in making the city a better place to live, grow and age with more than $60,000 already raised in Breakfast sponsorships alone.

The fundraiser is sponsored by:
Diamond Sponsors | CBI Home Health • Chandos Construction • Historical Painting • Telus
Platinum Sponsors | Emcee Construction and Management • HHS Contracting • Kemway Builders • Nakamun Group • O’Canada Contractors • Priority Mechanical • RPK Architects ServiceMaster Restore • Shearwall Triforce.

Media are invited to attend the event on Thursday, May 30, 2019 at Fort Edmonton Park beginning at 7:00 a.m.

About GEF Seniors Housing
GEF Seniors Housing is a registered charity and the largest provider of subsidized seniors’ housing in Alberta. Their mission is to provide friendly, affordable, secure housing and services for seniors in the Edmonton community. With the help of their employees, volunteers and donors, they make a difference in the lives of more than 3,600 seniors, giving them and their families peace of mind.

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Media Contact
Raymond Swonek, CEO
GEF Seniors Housing
o: 780-447-9220 | c: 780-952-4922 | e: rswonek@gef.org