NEWS RELEASE

FOR IMMEDIATE RELEASE
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New Era of Senior Programming Begins in Spring 2024 - *Seniors Association and Loyalist Township Partner to Launch New Location in Loyalist*

Loyalist Township, ON — Today, the Seniors Association and Loyalist Township announced a partnership to develop a Seniors Active Living Centre (SALC) in Loyalist Township this spring. Through this partnership, made possible via funding from the Ministry of Seniors & Accessibility, the Seniors Association and Loyalist Township will work together to offer programs for older adults that promote health and well-being and build social connections.

The Seniors Centre Loyalist will be the third SALC designation for the Seniors Association. Programming at the Seniors Centre Loyalist is set to begin in May 2024, marking a significant milestone for the Association, Loyalist Township, and the senior community in the region.

Don Amos, Executive Director of the Seniors Association, expressed his enthusiasm for the project: "After a period of anticipation and hard work, we are elated to unveil Seniors Centre Loyalist. This expansion reflects the province's confidence in our ability to deliver outstanding programs and services. The patience and diligence involved in the process have been substantial, but the result is a testament to our commitment to enhancing the lives of seniors in our community."

Seniors Centre Loyalist will offer an array of activities and programs in Amherstview, Bath, Wilton, and potentially Odessa. Clare Williams, Programs Director, is at the forefront of organizing the locations and activities. "We are currently seeking passionate instructors who are eager to contribute to the vibrant life of our seniors. Our goal is to create an engaging and supportive environment where every member will feel welcome," Williams stated.

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The Association is grateful for the support of the provincial government and the opportunity to partner with Loyalist Township. "This new venture is a leap forward in our mission to enhance the quality of life of seniors in the community by providing high-quality programs that cater to the diverse needs of our aging population," Williams remarked.

“Loyalist Township is thrilled to partner with the Seniors Association on the Seniors Centre Loyalist,” stated Loyalist Township Mayor, Jim Hegadorn. “Loyalist Township and the Seniors Association both have a long history of delivering quality programming to adults 50+. This partnership will complement current offerings available to seniors throughout Loyalist Township,” Hegadorn added.

Collaboration with Loyalist Township has been a cornerstone in the establishment of Seniors Centre Loyalist. The township's staff have been instrumental in helping us secure suitable locations for programs. "Loyalist Township has been a vital partner in bringing this project to fruition," said Don Amos. "Their assistance in finding suitable venues and their dedication to spreading the word about our new programs have been invaluable. We are deeply appreciative of their continued support and active role in ensuring the success of Seniors Centre Loyalist."

Seniors Centre Loyalist stands as a beacon of progress and community support, made possible by the provincial government's funding initiative which has allocated $42,500 per year to each Seniors Active Living Centre (SALC) to strengthen their operational capabilities. This funding aids in covering essential costs such as staffing, equipment, and rental contracts, ensuring that the services remain accessible and affordable for all members.

The Seniors Association's achievement in securing a third SALC designation is a remarkable feat, setting a new precedent for seniors programs in the province. "It's a true honour and a reflection of our team's dedication to service. No other organization in the province holds more than two SALC designations, and very few have the distinction of managing two," said Amos. This third designation for the Seniors Association not only distinguishes it as a leader in senior services but also underscores the trust and confidence placed in the organization by the community.

The Seniors Association invites the community to stay tuned for more information regarding program schedules, enrollment details, and volunteer opportunities. You can receive more information by joining their mailing list by calling 613.548.7810 or emailing info@seniorskingston.ca

About Seniors Association Kingston Region: We are a not-for-profit agency dedicated to supporting and providing opportunities for seniors' personal growth, well-being, and social interaction in the Kingston region. The Association is a member-owned, volunteer-driven organization and the central body for coordinating activities, providing services, and representing the interest of seniors throughout the greater Kingston area. With more than 5000 members, it operates from The Seniors Centre at 56 Francis Street, Kingston.

About Loyalist Township: Loyalist Township is a growing community of more than 18,000+ people situated on the north shore of Lake Ontario between the Town of Greater Napanee and the City of Kingston. The Township is a blend of rural and urban areas.

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Seniors Association Kingston Region acknowledges that we are on the traditional homeland of the Anishinaabe, Haudenosaunee, and historically, the Huron-Wendat, and thank these nations for their care and stewardship over this shared land. Today, our Association is committed to working with Indigenous peoples and all residents to pursue a united path of reconciliation.