



FOR IMMEDIATE RELEASE
September 29th, 2014

MEDIA RELEASE

Silver Threads Service celebrates October 1st National Seniors Day

Victoria, BC. The United Nations has declared October 1st International Day of the Older Person. The Government of Canada has named October 1st National Seniors Day. Either way Silver Threads Service are proud to pay tribute to the seniors who have helped build our country and continue to make valuable contributions to Canadian communities, workplaces and society. National Seniors Day is an occasion for all Canadians to appreciate and celebrate seniors. We at Silver Threads Service try and do this every day!!

To mark the occasion on Wednesday, October 1st between 9:00 – 9:30am seniors, staff and Board members will be taking to the street and having a “Silver Tsunami” to create a bit of buzz in the community. At the intersection of Tillicum Road and Burnside Road as well as Bay Street and Richmond Road (by each of our centres) expect to see a group in flashy silver accessories and signs creating a spectacle!

Our Mission - Silver Threads Service is a charitable, not-for-profit society that provides programs and services that enhance social connections and well-being for seniors, including those at risk. It is our vision that Seniors in Greater Victoria are socially connected to their community and to each other. The 2006 Census of Canada reports that 18.1% of the Capital Region District’s population is aged 65 and older.

For more information please call 250 382-3151.

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