



**FOR IMMEDIATE RELEASE**  
**September 30th, 2015**

## **MEDIA RELEASE**

### **Silver Tsunami celebrates October 1<sup>st</sup> National Seniors Day**

**Victoria, BC.** The United Nations has declared October 1<sup>st</sup> International Day of the Older Person. The Government of Canada has named October 1<sup>st</sup> National Seniors Day. As well for the first time Stats Canada reports that seniors now outnumber children. To recognize this occasion Silver Threads Service will host the 2<sup>nd</sup> Annual Silver Tsunami.

On Thursday, October 1<sup>st</sup> between 8:30 to 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 Silver Threads Service centres) expect to see a group in flashy silver accessories and signs creating a spectacle!

For the first time **Stats Canada** reports that seniors now outnumber children

**5,580,900:** Number of Canadians 65 or older on July 1, 2015

**31,500:** Number by which seniors exceed the number of children 14 and under.

**16.1%:** Current proportion of the overall population aged 65 or older

**25%:** Projected proportion in 2055.

**41.4:** Median age for women in Canada in 2015

**39.6:** Median age for men

**5.7:** Rise in years in median age of Canada's population in last two decades

**35.9 million:** Estimated Canadian population as of July 1, 2015

**0.9%:** Overall population growth in the past year. This was the lowest rate of increase since 1998/99 (0.8 per cent) but still the highest among G7 countries.

Source: Statistics Canada Annual Demographic Estimates

Our Mission - Silver Threads Service is a charitable, not-for-profit society that enhances social connections and well-being for seniors. We do this by providing programs and services that are accessible to all.

For more information please call 250 382-3151.

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Charitable registration no.  
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