

March 23<sup>rd</sup>, 2017

## **FOR IMMEDIATE RELEASE**

### **MEDIA ALERT – PHOTO OP & INVITATION**

## **Hawthorne Seniors Care Community's Capital Campaign Set for Public Kick-off**

*Port Coquitlam, BC* – The public phase of Hawthorne Seniors Care Community's ambitious campaign, **Growing Our Care**, is set to kick-off on Thursday, March 30<sup>th</sup> with an afternoon reception for the media, dignitaries and invited guests from the community.

As Hawthorne's first ever capital campaign since its formation, their goal is to raise \$1 million to complete the funding required for their \$4.2 million renovation of Hawthorne Lodge, a long-term care facility for seniors with chronic illness and who require 24/7 care. Hawthorne's investment will be \$3.2 million through a 25-year mortgage.

Over the past nine months, Campaign Chair, Mayor Greg Moore has been working quietly alongside Campaign Manager, Rita Albano and members of his Campaign Cabinet to secure at least 50% of the fundraising goal before launching the campaign to the public. To date, over \$568,000 has been raised, thanks to the generosity of numerous individuals from the community, including Hawthorne's staff, board members, families and the corporate sector. Special announcements and presentations to the major donors will be delivered by Mayor Moore at the campaign Public Launch event on March 30<sup>th</sup>.

Speaking on behalf of the Hawthorne Seniors Care Community, CEO Lenore Pickering says "I am excited to see the launch of our *Growing Our Care Capital Campaign*. The response to the Campaign so far has been wonderful. It is a powerful reminder that seniors matter in this community. I look forward to a revitalized Lodge; a warm, modern, welcoming home for Tri Cities Seniors."

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The renovation will upgrade the complex care facility to modern standards for a residential care building, while creating a warmer, home-like environment where its residents can continue to live safe, dignified and comfortable lives.

Highlights of the renovation include the conversion of 19 semi-private resident rooms into private rooms and the addition of 19 new private rooms – a total of 38 new private rooms. There will also be three new resident bathing rooms, intimate lounge spaces and dining areas, a new music therapy studio, bistro, new nursing stations, secured, outdoor gardens, a new second story addition to house clinical offices, physiotherapy studio and other essential spaces. Ultimately, 10,981 sq. feet of newly constructed space will be added to Hawthorne Lodge.

These upgrades will help to enhance residents' social interactions and improve their therapeutic program activities. As well, additions such as satellite nursing stations and installation of personal medicine cabinets in each resident's room, will improve work flow and help boost efficient and timely resident care delivery by the Hawthorne care teams.

The proportion of seniors in Canada is expected to double by 2025. British Columbia will have more than 1.3 million seniors by 2031. These seniors are also living longer: the average life expectancy in B.C. in 2010 was 81.7 years, compared to about 68 in 1955. In the Tri-Cities area and throughout the province, seniors' housing is not keeping pace with demand. The BC Care Providers Association estimates our province needs 33,105 long-term care beds for seniors in 2016. In September 2015, the Association reported the province had only 27,421 beds, an increase of just 3.5% since 2012.

† Aging Well in British Columbia, November 2006

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Greg Moore, Mayor of City of Port Coquitlam, was elected in 2008 as the city's 15th Mayor. He serves on and leads numerous boards and committees including Chair, Metro Vancouver Board of Directors. He is the Recipient of the Rotary Paul Harris Fellow Award was Named to Vancouver Magazine Power 50 in 2014. Mayor Moore is a lifelong resident of Port Coquitlam and is married to Erin with one daughter. His mother is a resident at Hawthorne Lodge. [http://www.portcoquitlam.ca/City\\_Government/Mayor\\_s\\_Office/About\\_Greg/Biography.htm](http://www.portcoquitlam.ca/City_Government/Mayor_s_Office/About_Greg/Biography.htm)

Founded in 1958, the Hawthorne Seniors Care Community has a long, respected history of caring for seniors in the Tri-Cities. As a registered charity operated by the Port Coquitlam Senior Citizens' Housing Society, it currently operates under contract with Fraser Health, which provides 75 per cent of Hawthorne's annual operating funding. The Society has offered a wide range of services to seniors for almost 60 years. Today it is one of the Tri-Cities' single-largest providers of seniors' housing residential services. <http://hawthornecare.com/> and <http://hawthornecare.com/capital-campaign/>

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**FOR MORE INFORMATION, PLEASE CONTACT:**

Rita Albano, Manager, Capital Campaign at 604-468-5027 or cell: 778-994-5352

Email: [ralbano@hawthornecare.com](mailto:ralbano@hawthornecare.com)

URL: <http://hawthornecare.com/capital-campaign/>