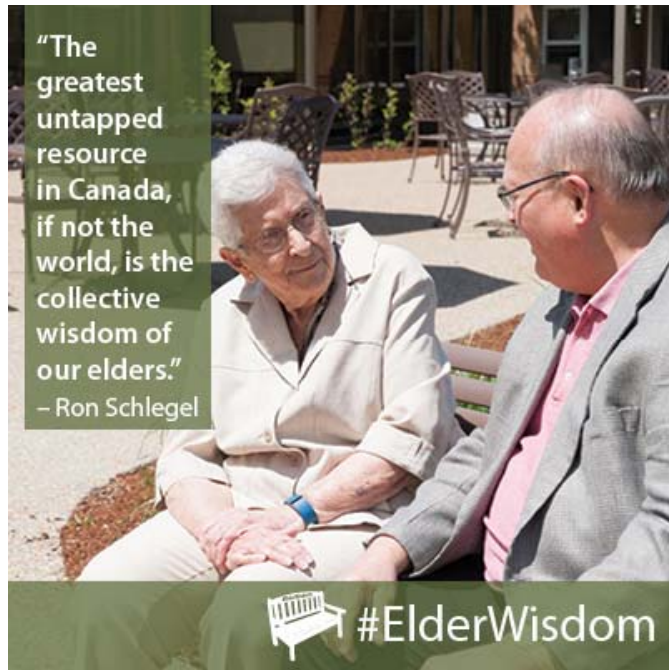


#ELDERWISDOM

June 1, 2018
By: Ted Mahy



In June of 2016, residents of each Schlegel Village were joined by community members on the green bench in their community for conversations across 13 cities in Ontario. On June 6th, 2017, 80 seniors from across Schlegel Villages joined approximately 500 youth at 16 schools in Ontario to share their wisdom with the students. In June of 2018, the Villages brought the bench and seniors back out into the community visiting 15 cities across Ontario to sharing in conversations. Our #ElderWisdom campaign is designed to decrease ageism in our communities and bring awareness to the amount of wisdom seniors bring.

Ageism is a form of discrimination, particularly experienced by seniors. Our Elders have a great deal of wisdom to contribute to their communities. However, societal norms marginalize seniors, treat them with disrespect, make them feel unwelcome and

otherwise generalize as if they were all the same.

It's easy to participate! Connect and learn from a senior. Whether it be a family member, a neighbour, a friend at a local retirement home, or someone in the community, they all have a story or a talent to share. Share your experience, a quote, or your learnings on social media using #ElderWisdom.

Visit elderwisdom.ca for more details, photos and posts about our annual campaign. Looking for more information or how to get involved? Contact Ted.Mahy@schlegelvillages.com

