

**Be A Santa to A Senior GTA Launch
Day of Agenda**

Christie Gardens, 600 Melita Crescent, Toronto, Ontario



| Time | Agenda | Speaker |
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| 9:30 a.m. | <ul style="list-style-type: none"> Representatives from HISC arrive to set up | Joan Sinon and Iolanda Guastella |
| 10:00 a.m. | <ul style="list-style-type: none"> FleishmanHillard arrives with photographer: Isis Essery | Katie Heydon, Nick Moore, Rachael Factor, Charles Muggerridge and Isis Essery |
| 10:30 a.m. | <ul style="list-style-type: none"> GTA owners arrive at Christie Gardens | HISC – GTA Team |
| 10:45 a.m. – 11:05 a.m. | <ul style="list-style-type: none"> Greet attendees | HISC – GTA Team and Christie Gardens |
| 11:00 a.m. | <ul style="list-style-type: none"> Photos in front of tree – HISC owners, Heather Janes, seniors and Councillor Mihevc | HISC- GTA Team, Councillor Mihevc, Heather Janes and Seniors |
| 11:05 a.m. – 11:10 a.m. | <p>On behalf of Christie Gardens, Heather welcomes attendees to their home and thanks them for attending the Toronto launch of the <i>Be a Santa to a Senior</i> 2014 program. She will also acknowledge honoured guests in the audience:</p> <ul style="list-style-type: none"> - Councillor Joe Mihevc, Toronto City Councillor for Ward 21, St. Paul’s West in midtown Toronto - Anna on behalf of Hon. Carolyn Bennett (MP for St. Paul’s) - Greg Shaw, Director, International & Corporate Relations and Dr. Amy d’Aprix, Regional Vice President, North America at the International Federation on Aging <p>Heather talks about the services Christie Gardens provides Toronto seniors and the ongoing community initiatives the organization undertakes and how they are pleased to partner this year with Home Instead Senior Care for their 2014 <i>Be a Santa To a Senior</i> program.</p> <p>She will then introduce Colin MacDonald, Managing Director of Home Instead Senior Care, Toronto East to speak about the <i>Be A Santa to a Senior</i> program and how it provides support to seniors in need in Toronto during the holiday season.</p> | Heather Janes, VP Resident Services, Christie Gardens |

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| <p>11:10 a.m. - 11:20 a.m.</p> | <p>On behalf of Home Instead Senior Care’s Toronto’s owners, Colin will welcome attendees and thank them for coming to the Toronto launch of the Be a Santa to a Senior 2014 program.</p> <p>Thank Christie Gardens for hosting the event.</p> <p>Brief overview of HISC in Canada, what they do and who they help:</p> <ul style="list-style-type: none"> • Home Instead Senior Care® network is the world's largest provider of non-medical in-home care services for seniors, with 1,000 independently owned and operated franchises. • HISC offices employ more than 65,000 CAREGivers worldwide. • CAREGivers provide basic support services – assistance with activities of daily living (ADLs), personal care, medication reminders, meal preparation, light housekeeping, errands, incidental transportation and shopping. • HISC services enable seniors to live safely and comfortably in their own homes for as long as possible. • Today we are here to celebrate the 2014 launch of the annual <i>Be a Santa to a Senior</i> program, which gives cheer to area seniors by ensuring that isolated seniors receive gifts and companionship during the holidays. It’s a program that has delivered thousands of gifts to local seniors. • My colleague will be telling you a bit more about the program in a moment. In the meantime, I would like to introduce to you the local Home Instead Senior Care franchise owners who are behind this years’ campaign and Councillor Joe Mihevc who has generously donated his time to helping us launch this years’ <i>be a Santa to a Senior</i> Campaign in Toronto. <p>Introduce Toronto owners attending launch (Mark McLean, Toronto West, Sharon Galway, North York and representing Bruce Mahony is Joan Sinon of Toronto Central) and Councillor Joe Mihevc. Also</p> | <p>Colin MacDonald</p> |

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| | <p>acknowledge the presence of Anna on behalf of Hon. Carolyn Bennett (MP for St. Paul's) and Greg Shaw and Dr. Amy d'Aprix from the International Federation on Ageing and thank them for attending on behalf of HISC.</p> <p>Notes on Councillor Joe Mihevc:</p> <ul style="list-style-type: none"> • Toronto City Councillor for Ward 21, St. Paul's West in midtown Toronto. • He was elected to Toronto City Council on December 1, 1991 as York City Councillor for Ward 2. From 1998-2000, he served as Toronto City Councillor for (Ward 28) York Humber, before being elected Toronto City Councillor for (Ward 21) St. Paul's. • His deep concern for social issues has led him to be an advocate for strong neighbourhoods, healthy communities, a clean environment and safe streets. • Joe is a hands-on Councillor who believes that a healthy ward is active and engaged. To this end, he spearheads many community-building initiatives. Capacity building sessions, speaker series, information meetings, shop local campaigns, environmental festivals, ward-wide check-in meetings and family-friendly movie nights are among his priorities. He also facilitates and supports many initiatives and projects led by local organizations. | |
| <p>11:20 a.m. – 11:30 a.m.</p> | <p>Comments from Councillor Joe Mihevc</p> | <p>Councillor Joe Mihevc</p> |
| <p>11:30 a.m. - 11:35 a.m.</p> | <p>Thank Councillor Mihevc for his words and for attending the event.</p> <p>Speak about the impact of seniors in Canada</p> <ul style="list-style-type: none"> • According to the Government of Canada's National Advisory Council on Aging, close to 7 per cent of seniors 65 and older live under the Low Income Cut-Offs (LICO). The figure is considerably higher for unattached seniors, and in particular women. • Home Instead Senior Care offices across Canada have partnered with retailers and community organizations to make sure | <p>Mark MacLean</p> |

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| | <p>isolated seniors receive gifts and companionship through the Be a Santa to a Senior program.</p> <ul style="list-style-type: none"> • Local Home Instead Senior Care offices and their volunteers will collect and distribute gifts to seniors who might otherwise spend the holiday alone. • Last year in the GTA thousands of gifts were given to seniors in our community in need. • This year we would like to donate even more. • This program brings joy to isolated seniors within our communities during the holiday season. • We could not do this alone. This program is only made possible with the support of local retailers, volunteers and members of the community. • We encourage everyone to go online to www.beasantatoasenior.ca and find a tree closest to them and give a gift to a senior in need. <p>Introduce Greg Shaw, Director, International & Corporate Relations, International Federation on Aging</p> | |
| <p>11:35 a.m. – 11:45 a.m.</p> | <p>Greg will speak to the overall situation of aging in Canada and what steps can be taken to improve the lives of seniors in the community.</p> | <p>Greg Shaw, Director, International & Corporate Relations, International Federation on Aging</p> |
| <p>11:45 a.m. – 11:50 a.m.</p> | <p>Event closing:</p> <ul style="list-style-type: none"> • Compared to the majority of Canadians, more seniors are living alone than any other population group and the holiday season can be a very lonely time for them. • Seniors are important members of our communities and the <i>Be a Santa to a Senior</i> program allows us to bring some joy into their lives during the holiday season. • I would like to thank everyone for coming to the kickoff of the <i>Be a Santa to a Senior</i> Toronto Launch Event. • Again, Thanks to Christie Gardens for hosting. • I encourage you to support the program and | <p>Mark MacLean</p> |

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| | <p>seniors in our community.</p> <ul style="list-style-type: none">• Once again, please visit www.beasantatoasenior.ca to find a Christmas tree location in your area. | |
| 11:50 a.m. - Noon | <ul style="list-style-type: none">• Round up spokespeople and owners to speak with attending media and guests about the event and launch of the program.• Each owner to have a picture with the tree and seniors. | Toronto Owners, Seniors |