

# SILVERA TIMES

APRIL ISSUE

---

## **Silvera Times is back**

Welcome to the updated *Silvera Times*. We're excited to again be producing this newsletter, written for Silvera residents and their families. You can expect a monthly digital copy via email, and printed copies will be distributed to all Silvera residents in Supportive Living communities. Your questions or ideas for the newsletter are always welcome at [SilveraTimes@silvera.ca](mailto:SilveraTimes@silvera.ca).

---

## **Betty White spotted at Shouldice**

There's a new resident at Shouldice and her name's Betty White. She brought her human, Marvin. Silvera's pet policy now permits new residents to bring their small, long-term pets with them to Shouldice and Westview communities. Betty's our first furry resident, and she's already a star.



---

## **All consenting residents now vaccinated**



Residents' resilience throughout the COVID-19 pandemic is inspiring.

We're thrilled that all consenting residents in our Supportive Living communities have received both doses of the COVID-19 vaccine. Here's one of the final Silvera residents receiving the jab on April 8.

We agree with her "thumbs up"! We're also happy

to report many Silvera employees are in the process of receiving their first doses. We'll stay vigilant but are grateful for this milestone.

## Wedding bells at Valleyview

Wedding bells were ringing on March 31. Residents Dianne and Carl tied the knot at a small ceremony in the courtyard. They met at Valleyview last year. Groom Carl said, “It just

evolved and it just got better and better.” Their fellow residents and employees watched from inside, and everyone celebrated the newlyweds with a special supper. Congratulations to the happy couple.



## Confederation Park community closing

Silvera’s Confederation Park supportive living community will be closing early next year.

“Older Calgarians want, need, and deserve more than what can be offered at Confederation Park Lodge,” said Arlene Adamson, Silvera CEO. “This has been made clearer during the pandemic.”

The building, constructed more than 50 years ago in the city’s northwest, has infrastructure limitations, such as shared bathrooms, that no longer make this provincially owned, Silvera-operated residence viable.

Current Confederation Park residents will be offered housing in other Silvera communities, including Gilchrist Gardens, the new supportive living community under construction in Pineridge.



Confederation Park employees will be offered employment options in other communities.

“We understand this may be a difficult change for some residents and their families,” said Arlene. “That is why we are communicating our intentions early and are committed to supporting everyone through the transition to another Silvera community.”

“Thank you to our Confederation Park residents and employees for their continuing contribution to community life, especially during these continuing, challenging, COVID-19 times.”

## Invite your friends to live at Silvera

Silvera has been driving to build occupancy levels in our Supportive Living communities by investing in increased advertising. You can help us spread the word. Let your friends know if they're looking for a great place to make home, they should consider Silvera.

Late last year, we developed our newest campaign for our recently renovated Westview Retirement Living community, and an ongoing campaign to help fill Supportive Living communities in the rest of the portfolio.

### Westview

We created a new brand — Westview by Silvera — and a fresh, new logo:



Through the advertising campaign, you may have:

- seen our ads on [Facebook](#) and Google,
- heard [this radio spot](#),

- read [this Herald advertorial](#),
- watched our [television ads on Global](#), or
- driven past bus shelters in the neighbourhood.

### Other promotion

A similar digital campaign encouraging prospective residents and their families to consider our SL communities has also been running on [social media](#).

And, we've filmed and posted virtual community tours, including one for [Westview](#) and one for [Spruce](#), with more to come.

### What you can do to help

Residents and families are some of Silvera's best advocates. If you know someone looking for a new home with supportive services, suggest Silvera. Word of mouth and personal recommendations are very powerful!

## Arlene Adamson elected president of ASCHA



We are humbled and honoured that Silvera's CEO, Arlene Adamson, was elected president of the [Alberta Seniors & Community Housing Association](#).

She'll bring her rich experience in the sector and deep commitment to supporting older Albertans to thrive. Arlene will collaborate with the ASCHA team and other sector colleagues to elevate the important need for affordable housing.

This work will require focus and innovation from all stakeholders, particularly given the province's difficult economic conditions and what the pandemic is profiling is the importance of housing and supports for all Albertans.

ASCHA is a member-driven industry association that advocates on behalf of seniors and community housing providers, and those they serve.

## Valleyview community welcomes feline friends

Meet Pepper, Valleyview's newest resident, on loan from the Calgary Humane Society. Pepper and future fostered felines will hang out for a while in Valleyview's new cat room. Residents can book time to visit and enjoy the companionship.

The community Cat Room features a hand-painted mural and cat cushions, all created by residents. A Silvera employee made

shelves, stairs and scratching posts. Our sincere thanks to the



Calgary Humane Society for covering food and vet costs for Pepper and other fosters who will spend time with us during their

journeys to their forever homes.

Valleyview's cat room is a first for Silvera. Research shows many benefits of pets living in seniors' communities. They help resident stay active, feel happier and less stressed, and be more connected.

In February, Silvera also began welcoming small pets at Shouldice and Westview communities.