NEWS RELEASE

Chartwell tackles myths about retirement living

2018-07-16

MISSISSAUGA, ON, July 16, 2018 /CNW/ - Chartwell Retirement Residences aims to educate seniors and their adult children about retirement living through a new national advertising campaign focusing on common questions about seniors living including independence and flexibility. The initiative builds on Chartwell's popular educational web series "Ask Edna" / "Les Conseils de Thérèse" launched in 2016 to help people understand retirement living.

"Modern retirement living is increasingly about lifestyle and choice" said Sharon Henderson Vice President of Marketing & Communications at Chartwell; "our communities offer people the freedom to remain independent, active and social, with support options if and when they may need it" Henderson added.

With the seismic shift in demographics approaching, the demand for information on independent and supportive housing options for seniors is growing.

"We are seeing an increased need to proactively challenge historical perceptions that truly do not represent the options and benefits of retirement living today" Henderson said.

Chartwell is tackling misconceptions head-on with a new irreverent ad campaign featuring two fictional characters, Edna and Therese. The two high-spirited 80-somethings aren't afraid to tackle tough topics on aging and retirement living which stands out in the landscape of current retirement home advertising.

With both humour and frankness, Edna and Therese speak from a seniors' viewpoint on various misconceptions such as the flexibility of living in a retirement residence, the level of independence that residents enjoy, and the hesitation that adult children sometimes feel when starting the conversation with loved ones about considering a move to a retirement residence.

"Our goal is to help change the perception of retirement living and proactively offer information through our Retirement Living Consultants, Call Centre and on **Chartwell.com** that can help support seniors and loved one in their decision" said Henderson.

About Chartwell Retirement Residences

Chartwell Retirement Residences (TSX: CSH.UN), is an unincorporated, open-ended trust which indirectly owns and operates a complete range of seniors housing communities, from independent supportive living through assisted living to long term care. It is the largest operator in the Canadian seniors living sector with more than 185 quality retirement communities in four provinces. Chartwell is committed to its vision of Making People's Lives BETTER and to providing a happier, healthier and more fulfilling life experience for its residents. For more information, visit **www.chartwell.com.** Follow us on Facebook **@chartwellretirement** and Instagram **@chartwellretirementresidences**.

SOURCE Chartwell Retirement Residences

For more information please contact: Chartwell Retirement Residences, Janine Reed - Senior Director Communications, Tel: (416) 799-2184, jareed@chartwell.com