



Seniors' Week Key Messages

These key messages are not intended to be prescriptive but a helpful guide when communicating about Seniors' Week. They help to ensure consistency in the messages being shared. Please feel free to tweak them to suit your organization's tone.

1. Seniors' Week is June 3-9, 2024. Celebrated annually, Seniors' Week supports the vision of Calgary as an age-friendly city where all people have lifelong opportunities to thrive.
2. Older adults contribute a lot to our communities by volunteering, assisting charities and supporting family members and friends. Let's show our appreciation by celebrating with them this Seniors' Week.
3. This year's celebrations promise to be even more exciting as organizations, businesses and individual Calgarians collaborate to host fun and inclusive events that showcase the potential in aging. Visit calgary.ca/seniorsweek for event listings.
4. This year's theme, "Aging is More" was designed to highlight the potential in aging, and each event will fall under one of the sub-themes: 'More of the things you love,' 'More movement,' 'More music,' 'More learning,' 'More fun with friends and family' and 'More time to celebrate.'
5. Whether or not you choose to attend a Seniors' Week event, celebrate aging in your own way! Use the hashtags #seniorsweek and #agefriendlyyyyc so friends and family can get in on the Seniors' Week fun.
6. There are events for everyone and all ages! Check out the event listings at calgary.ca/seniorsweek and find something that the whole family can do together.