



**FOR IMMEDIATE RELEASE**

**March 17, 2021**

### **World Malaria Day: Seniors Cycling to Save Lives**

*The new initiative “Pedal to The Metal” has seniors in retirement living communities virtually cycling through malaria-endemic countries to raise funds for life-saving nets.*

All Seniors Care Living Centres is pleased to announce that, from April 1- 23, 2021 seniors in our retirement residences across Canada will pedal to raise awareness and funds for the Against Malaria Foundation (AMF). Malaria kills one child every 60 seconds – that’s about 1,000 children every day – and the risk is now even higher due to the COVID-19 pandemic. The most effective means of preventing malaria is to sleep under a mosquito net.

“The nets are a big step forward in the fight against malaria, so when we heard about them, we couldn’t help but get involved!”, says Hannah Silver, VP of Health & Wellness for All Seniors Care (ASC). “Our residents loved cycling around the world so much during our Going the Distance event in February that we decided to keep riding and give back at the same time.”

During ‘Pedal to the Metal’, seniors will engage in some friendly intra-residence rivalry as they collect donations and sponsors in their quest to complete 27 tours in 23 days. Using a stationary bike or pedal exerciser, they will take virtual cycle trips around malaria affected countries. We invite all interested media representatives to join in on the friendly rivalry by jumping on your stationary bike to ride with our families for the April 1<sup>st</sup> Family Day kick-off via Zoom.

On April 23, our residents will mark World Malaria Day in Thailand with the final bike tour, Sit and Stretch Muay Thai Boxing, archery, and a Ghost Mask festival. Follow along with us on Facebook: <https://www.facebook.com/allseniorscare>

To Make a Donation, find out how many nets have been purchased, and number of lives saved: <https://www.againstmalaria.com/asc>

For event information, contact Ronna Goldberg 204.232.8495 or [rgoldberg@allseniorscare.com](mailto:rgoldberg@allseniorscare.com)

#### **About All Seniors Care Living Centres Ltd.:**

All Seniors Care, where caring is our number one concern, is setting the standard of excellence in luxury retirement living. Founded on an unwavering commitment to exceptional care, All Seniors Care is dedicated to creating and operating the best senior’s facilities by providing the highest level of care to seniors. For more information, please visit our website at [www.allseniorscare.com](http://www.allseniorscare.com).

#### **Facility Contact Information**

For more information, please visit our website at [www.allseniorscare.com](http://www.allseniorscare.com) e-mail Senior Executive VP of Operations, Joshua Kuhl, at [jkuhl@allseniorscare.com](mailto:jkuhl@allseniorscare.com) or call 1.416.929.1328.