



FOR IMMEDIATE RELEASE

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16th Annual ASC Seniors Games Kick Off with Sweet Celebration Welcome To the 16th Annual All Seniors Games Opening Ceremony.

CANADA – A wave of excitement is sweeping through retirement residences across the country as the 16th Annual ASC Seniors Games got underway today. The Games run from February 3-7 and are designed to ignite the competitive spirit in older adults. This national event brings together residents from 29 All Seniors Care Living Centres for a celebration of friendly competition and camaraderie.

With this year's theme, *Life Is Like a Box of Chocolates*, participants are diving into a week filled with surprises and spirited challenges.

“These Games are like the Olympics for older adults in our residences. They have trained for months and are ready to compete for gold, silver, and bronze medals,” said Hannah Silver, VP of Health & Wellness. “We are truly humbled by these incredible senior athletes and their dedication to physical and mental well-being. This year's Games are shaping up to be the best ever!”

To officially launch the Games, Chefs du Mission at each residence welcomed participants, shared words of encouragement, and read congratulatory notes from Governor General Mary Simon. Dignitaries, including MPs, MLAs/MPPs, mayors, and councillors, attended ceremonies across the country, offering their well wishes. Their presence was met with enthusiastic cheers from residents eager to showcase their skills and compete for national titles.

The highlight of the ceremony? The arrival of the ASC Games torch, carried proudly by residents during the Walk & Roll competition. With that, the week of events—ranging from Bocce and Ladder Ball to trivia challenges and more—was officially underway.

Schedule for the rest of the week:

- February 4th – Bean Bag Toss, Pétanque (National Event)
- February 5th – Ladder Ball (National Event) and Cornhole
- February 6th – Bocce, Shuffleboard, Card Games
- February 7th – Jeopardy, Bingo, Closing Ceremony

A testament to the power of active living at any age, the ASC Seniors Games are made possible by the dedication of resident volunteers and staff who pour their hearts into making each event a success. With competitions, awards, and plenty of good-natured rivalry on the schedule, the excitement will continue to build until the Closing Ceremony on February 7th.



As the saying goes, you never know what you're going to get—but one thing is certain: this week will be filled with unforgettable moments and lasting connections.

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