FOR IMMEDIATE RELEASE February 5, 2024

# The ASC Seniors Games Begin with the Opening Ceremony on Day 1

**Welcome To the Games! 15th Annual All Seniors Games Opening Ceremony**

CANADA – Athletes, organizers, and supporters Walked and Rolled into the 15th Annual ASC Seniors Games on Monday, February 5th, squeezing the fun out of every moment.

The Opening Ceremony marks the start of a week that is more than friendly competition. It is a community of contributors! Throughout the Games Week, attendees will have a ringside seat at competitive sporting events, special presentations, demonstrations, interactive displays, and more.

Giving seniors that true athlete feeling, residents and dignitaries mingled and celebrated the opening of The Games as the torch arrived.

"This return of the ASC Seniors Games is looking to be the best ever! Our residents have prepared and practiced for months and are ready for this much anticipated event," said Hannah Silver, VP Health & Wellness. "We really are humbled by these amazing senior athletes and their dedication to physical and mental well-being. They have embraced the Games whole-heartedly!"

To get the ball rolling and open the ASC Games, the Chefs du Mission in each building officially welcomed guests, read messages of congratulations and encouragement from Governor General Mary Simon and Our Prime Minister, The Right Honourable Justin Trudeau.

Local MP's, MLA/MPP's, City Mayors and Councillors attended ceremonies at all 28 Residences across the country to wish athletes well throughout the week. We appreciate all the dignitaries who gave of their time to help us make the day special.

Now that the Games are officially open, residents and their guests are looking forward to the week of competition that has the air is charged with excitement! The theme of this year's games is *When Life Gives You Lemons….* and words of encouragement and laughter could be heard all day.

The ASC Seniors Games are the result of planning and hard work by a large team of resident volunteer Chefs de Mission in each building. All events are held indoors each day and feature a competition, awards ceremony, food, and special guests. Across Canada, several thousand older adults will be enjoying the fun, friendly competition and activity that comes from taking part in the Games this week. The Games run until February 9th and spectators are welcome!

**Event Information**: Bruce Lillie, blillie@allseniorscare.com or 416.323.3773 ext. 383.

**Facility Contact Information:** For more information, please visit the Senior Games page at www.allseniorscare.com/asc-games e-mail Senior Executive VP of Operations, Joshua Kuhl, at jkuhl@allseniorscare.com welcome!