



Seniors' Week Event Planning Guide

*Ideas for the whole community
Seniors' Advisory Council for Alberta*

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Introduction

Alberta's seniors built and shaped our communities and our province, and continue to do so every day. Seniors' Week gives all of us an opportunity to celebrate the many contributions of our older citizens — in the past, on a daily basis now, and towards the development of a strong future.

The Seniors Advisory Council for Alberta is pleased to provide this Event Planning Guide, to help communities and organizations celebrate Seniors' Week. It provides tips for creating, planning and hosting a successful event, including how to attract partnerships, participants and publicity. It also provides many event and activity ideas for all ages and interests — young and old, volunteer and business, artistic and athletic.

The Council is dedicated to helping Alberta's seniors live life to the fullest. Celebrating their lives is an important part of that and is a great way for all Albertans to show their appreciation for the vital role seniors play in each and every community. Use this guide to create your own celebration — the possibilities are exciting and unlimited!

First Things First: Planning Your Event

Getting Started

You've made the first decision — to do something to celebrate Seniors' Week. Now the question is, what? There are a lot of ideas out there — you just need to select one that works for you.

The easiest way to get started is to ask some simple questions:

- Have you held an event in the past that worked? Would you like to do it again, or change it a bit to create something new?
- Do you have an idea for a theme? Inspiration can come from:
 - an historic era or event like the Roaring Twenties or the Leduc oil find
 - a current event or challenge like environmental protection
 - building bridges between groups in the community, such as between young and old or between long-standing residents and newcomers
 - art, music, literature or theatre
 - promoting health or active living
 - the world of science, exploration and discovery.
- Is there something else going on in your community that creates an opportunity or gives you an idea, like a community clean-up or a gardening competition?
- Does your organization enjoy a particular activity or interest, such as preserving old cars, writing poetry or lawn bowling? Can you create an event focused on that?
- Are the members of your group interested in learning about something, such as fraud awareness, diets for healthy aging, financial planning or a physical activity like Tai Chi?
- Is there someone in your group who is a great story teller, artist, or musician, or an expert in something that others may find interesting? Perhaps there is a senior in your area who has participated in a significant event, like the Alberta Seniors Games, or been a member of an important organization, such as a former MLA or MP — is there a way to involve them or create an event around their knowledge and expertise?

Hold a brain-storming session with others, and ideas will flow. Once you have an idea, you will need to start developing a plan. Make sure that plan answers the questions of who, what, where, when, and how. Remember, the why is to celebrate seniors!

Questions to Consider

Answers to the following questions will help you develop a good event plan. This is just a starting point — as you work on the event, other questions may come up for you to consider.

Who:

- Who do you want to participate in the event? What are their interests or skills? Do they have any characteristics that will affect what you do — such as limited mobility or, in the case of young children, short attention spans?
- Who do you want to help create or present the event?
- Will you need volunteers?
- Who do you need to contact to ensure the event can occur? Do you need to get permits? Do you want to invite special guests, such as your MLA or MP, your mayor or reeve, municipal councilors, educators or artists, and so on?

- Will you need to invite performers or presenters?
- Do you need to set up a planning group?

What:

- What resources do you have? Do you have what you need to create the event, or do you need to secure resources from others?
- What will people who come to your event do, including participants and special guests?

Where:

- Will the event be inside or outside?
- Do you need to reserve the venue?
- Do you have a contingency plan — for example, if you are hosting an outside event, do you have a plan for bad weather?
- Does your location pose problems for people who have difficulty moving around or use wheelchairs? Does it have good enough acoustics for those who have difficulty hearing?
- Is the location large enough for the people you expect? Does it have adequate services and facilities, such as bathrooms or kitchen space?
- Are there special considerations — the need for a stage, a kitchen, Internet access, for example — that affect where you will hold the event?

When:

- What is the best date and time for the activity? Think about who is going to be coming, the availability of special guests or performers, as well as what you plan to do.

How:

- How will you organize the activities for the day?
- How will you ensure things get done?
- How will you publicize and promote the event?

The Power of Partnerships

You can multiply your resources and share the fun and the work of holding an event by partnering with another community or group. Partners can be found in your community or in nearby communities, and can include:

- organizations with similar interests or who work with similar people
- educational and public institutions, like schools or health care facilities
- associations, like Scouts, Guides or groups representing people with disabilities
- commercial businesses
- employers
- service clubs
- religious groups
- cultural groups
- arts, sports or recreation associations
- libraries or literary groups.

If partnering does not work, you may be able to find other ways to include other communities, organizations or individuals. Here are some ideas:

- Encourage local businesses to become involved. Ask them to sponsor part of the event, advertising or give-away items, or to help promote your event to their customers.
- Identify and contact businesses or associations that match your event theme or idea. For example, if you decide to do an event with an historical theme, you may want to contact a local vintage toy collector group, a museum, a theatre group or a long-standing business. Or, if you decide to do a fun walk, you may want to contact a youth group to secure volunteers or a business to donate bottled water.
- Create a role for local youth. Is there something in your event that could help a child or youth earn a badge or complete a school requirement?

- Offer promotional opportunities to businesses or associations in return for support. For example, if they provide bottled water or volunteers for your Fun Walk, you can promise that their name will appear on advertising for the event and signs at the event.

Useful Tips

Keep your idea and plans as simple as possible. Don't do too much or take on something that is beyond your resources or skills. The point is to celebrate, to have fun and enjoy the event, whether it lasts a few minutes or a day.

Share the responsibilities. Develop a plan that shows who is responsible for what, the steps involved and deadlines for completing those steps. Meet with your planning group regularly to keep things moving along.

Think ahead. Develop a roll-out plan for the event, showing what happens, at what time, involving what people and resources. Be detailed about this — it lets you rehearse things mentally well in advance of the event, and uncover and prevent many problems beforehand.

Be flexible. As you work, you may discover that some things you hoped to have won't be available, or that another group has heard about your plans and would like to join in. Look at these as opportunities and be prepared to adapt.

Getting the Word Out: Publicity and Promotion

Once you've decided on an event or an activity, you need to get the word out to those you would like to attend or participate. Publicity and promotion can also help you achieve some other benefits. It can raise awareness of seniors' issues, promote positive attitudes about aging and remind people that seniors are an active, integral part of the community.

Developing a Campaign

Developing a campaign for promoting your event can help you make the best use of the resources you have and the opportunities for promotion in your community. It will also help keep your activities organized and on time. Some simple steps will give you a campaign plan:

- Organize a sub-committee responsible for publicity and promotion.
- Set your objectives: what do you want your publicity and promotion to achieve for you?
- Identify your audiences. Ask "who needs to know about this event in order to make it a success?" Target audiences can include the media, seniors and seniors' organizations, local businesses, industry volunteers, school or youth groups and the public — the type of event you plan will determine your audiences.
- Decide what you would like each audience to know about your event.
- Ask "What is the best way to reach each audience?" Develop a plan that includes the kind of promotions you are going to use to reach your audiences, how you are going to distribute information, who should receive the information and when things need to be done. The plan should identify people's roles, deadlines and budget. (See the section on Tools and Tactics for some publicity and promotion ideas).

Example: You decide to hold an afternoon tea for the residents of an assisted living facility. Your audiences will include the residents, the facility managers and staff and possibly the families of residents. Once you have things set up, you could provide managers with a notice to give to staff a few weeks in advance, put up posters on the facility's notice boards and distribute invitations to residents and their families two weeks in advance. You could also have a few residents talk about the event with their friends and neighbours throughout the weeks before the event. Your plan would identify activities, who will ensure each occurs, what resources are required and what information should go to each group.

- Determine your resources. If your plan will require more resources than you have, you will need to either look for sponsors or partners or adapt the plan. In addition, when you look at your resources, you may get more ideas for promotion.
- Assign one person to be the media contact, if you plan to use the media as part of your promotion. (See the section on **Working with the Media**)

Tools and Tactics

Once you have identified your objectives and key audiences, you need to think about how to most effectively communicate with those audiences. There are a variety of tools and tactics you can use. Choose ones that work for your budget, the resources (including people) you have, your partnerships and your time frame. Remember, there are ways of promoting activities without paying for advertising — the following list provides some good ideas.

- Talk it up: talk to seniors, organizations and people who can make your Seniors' Week event a reality as potential sponsors, volunteers or participants. Word of mouth is still one of the best ways to publicize an activity.
- Create an interesting or fun logo or title for your activity that you can include in all your promotional material.
- Distribute one-page notices or household flyers.
- Create posters for display at local businesses or on the bulletin boards of local organizations or facilities. Remember to get permission first.
- Submit a brief article for the coming events column in your local newspaper and for public service announcements by local radio and television stations. Many media outlets have community calendars for local events and activities.
- Send a news release on the event to local media. Follow-up with calls to their news editors.
- Arrange for a guest appearance on a local program.
- String a banner across main street.
- Create your own website, or have local businesses include information about Seniors' Week and your event on their websites.

- Make buttons or t-shirts.
- Draft notices for church bulletins, business and association newsletters, seniors' apartment/lodge newsletters and seniors' publications.
- Have Seniors' Week proclaimed by the mayor of your community.
- If it fits your event, issue a challenge to other groups — seniors' organizations, community groups, even the media — to participate.

Working with the Media

Newsrooms are extremely busy places. In many communities, newspapers or radio stations may have only one or two reporters, and, in some cases, those reporters must cover a number of communities. There is no guarantee that media can attend your event. But, to increase your chances, here are some things you can do:

- Find out what the deadlines are for the media you want to use. If you want to use a weekly newspaper, for example, their deadlines can be well in advance of the publication date. While you are at it, find out which reporter would be most likely to cover the event.
- Write a news release or media notice about your event and send it to the media at least two weeks before the event. Follow this up with a call to the news editor or reporter. This is especially important if you are looking for advance coverage of the event as part of promoting it to the community.
- Discuss your story idea with the editor or reporter in advance. The reporter may be able to work with you on story ideas, photo opportunities and time lines. See if they have any needs that you can help them with, such as setting up interviews.
- Talk to the editor or reporter about doing a feature story connected to the event in advance, to which information about your event can be added. For example, they could profile an historical event, a community facility, the history of an activity or your guest speaker.

- Two or three days before your event, follow up with the reporter about the main attraction of your event, update the list of special guests planning to attend or note any information changes, such as to the time of the event.

It is very important to have one person who is the main contact for the media, and who the media can easily reach. Make sure this is someone who is comfortable talking to the media and knowledgeable about the event, as often reporters will start or conduct their interviews on the phone.

TIPS FOR WRITING A NEWS RELEASE:

- News releases must contain information about something new and something interesting.
- Make sure the most important information — the who, what, where, when, why and how of the event or activity — is captured in the first paragraph or two of the release. In a busy news room, that may be all the reporter has time to read.
- Think of an interesting angle to your idea to attract the editor's attention. Local and personal interest ideas work well.
- Start the news release with a catchy headline and first sentence.
- Be brief and to the point. The ideal length is one page, including the contact information.
- Use plain, clear language. Sometimes, the newspaper will use your release as the story, so make sure it is clearly written and easy to read.
- Provide two contact names and phone numbers. Choose people who are knowledgeable about the event and comfortable talking about it. Make sure they are available and easy to reach.
- If you can provide photos or a logo, let the media know how to obtain those, for example by calling one of the contacts or visiting a website.

TIPS FOR WRITING A MEDIA NOTICE

Media notices are like invitations to the media, and should be just as short and to the point as invitations usually are.

- Start the media notice with a catchy headline and first sentence.
- Use point form to provide the who, what, where, when, why and how of the event or activity.
- Provide two contact names and phone numbers. Choose people who are knowledgeable about the event and comfortable talking about it. Make sure they are available and easy to reach.

Using Photos

One of the most important things you can do to attract media is to think about how your event would look on film or in a photograph. Knowing what film and photo opportunities will be available can help you describe the event to the media, and help you attract their attention (and their cameras!).

Good photo opportunities include action events, like historical re-creations, theme jamborees, special sports events and intergenerational activities. Special guests also provide photo opportunities.

Take your own photos, too. These can help you publicize events in the future, as well as develop a record of events.

Something for Everyone: Event Ideas

Celebrating Seniors' Week is really about celebrating the seniors in our lives. So, let those people be your guide in developing a Seniors' Week event or activity. Their experience, interests, skills, talents and health, fitness or educational needs can lead you to events that attract their attention and draw in the whole community. Work with them to make Seniors' Week a true success.

Community Event Ideas

SENIORS' WEEK KICK-OFF

Invite the local mayor or reeve and MLA to attend. Have a trade show, entertainment, intergenerational event and some light refreshment.

A SENIORS' PARADE FLOAT

Join a parade planned for your community in June.

AFTERNOON EVENTS

Hold garden parties, teas, strawberry socials or other afternoon social events. Invite students in school bands or chorus groups to provide entertainment and ask youth groups to assist with serving.

FUNDRAISER

Organize an exhibition and sale of arts and crafts made by seniors with proceeds going towards a community project.

GIFTS FOR SHUT-INS

Become a volunteer visitor at a long-term care facility or a ward in a hospital. A bouquet of flowers, a scented sachet, a conversation, a gift of your time or some of your handiwork may bring smiles of appreciation. Contact the volunteer coordinator of the facility.

INVOLVE THE COMMUNITY

Approach libraries to promote Seniors' Week by featuring books by senior authors. Ask the local community newspaper to feature interesting seniors or seniors' projects. Have local businesses support Seniors' Week with in-store promotions, advertisements and posters.

MULTICULTURAL FOOD FAIR

Have a town fair. Add a cooking demonstration or cake competition, have recipe handouts available or make a cookbook.

NEIGHBOURHOOD GET-TOGETHER

Organize games like hopscotch, playing ball, skipping or some stories from the past.

HOST AN OPEN HOUSE

Work with a local facility, like a seniors' lodge, or attraction, like a museum, to hold guided tours and Meet the Staff or Visitors' Day.

OPERATION TIDY-UP

Arrange an intergenerational neighbourhood clean-up. Give sagging fences, overgrown shrubs and neglected flowerbeds a face-lift. The local playground may benefit from a seniors' work bee.

PANCAKE BREAKFAST

Organize a pancake breakfast or muffins and coffee. Make it an intergenerational event by asking a youth group, like the Guides or Scouts, to be your helpers.

PROFILE OF THE PAST

Display artifacts, old photographs and maps. Portray local seniors and their lives. Create an opportunity for the community to learn about its heritage.

SPECIAL WORSHIP SERVICES

Encourage a place of worship to involve seniors in a special service. An interdenominational or interfaith service in a park would bring people together and emphasize the importance of friendship and goodwill. Bulletins in the faith community could promote Seniors' Week activities.

SOME OTHER IDEAS:

- "Oldest" themes: oldest person, oldest house, oldest car.
- Antique car rally
- Pie social

Intergenerational Event Ideas**ADOPT-A-GRANDCHILD ACTIVITIES**

Invite a local elementary class or a youth group to a seniors centre. Activities where seniors and children work together can result in long-term relationships.

BARBEQUE WITH YOUNGSTERS

Invite the local Scout or Guide troop or a church group for a barbeque, marshmallow roast, sing-along or story-telling session at a seniors' centre or lodge. The youngsters could have a "show and tell" with seniors.

COOKBOOK

Make a cookbook with recipes unique to the generations.

INTERGENERATION EXCHANGE OF STORIES

Set up a knowledge exchange with seniors teaching children about their generation (e.g., their cultural heritage).

GRANDMAS, MOMS AND TOTS OUTINGS

Arrange an afternoon outing of moms and tots to visit seniors at a long-term care facility or lodge. With some toys and lots of attention, the tots will find their enthusiasm matched by the joy of seniors.

HANDS-ON LEARNING SESSIONS

Exchange some intergenerational learning. For example, seniors can show youth how to make perogies, and all can enjoy eating them together. Students can invite seniors to their school and teach them how to use the Internet.

HEALTHY AGING

Host a panel discussion on successful aging. Bring together a small panel of seniors who are role models for healthy aging and who challenge aging stereotypes. Have an interactive discussion with school children about what aging means to them. The panel could discuss several different topics and then have a question and answer session.

HERITAGE BOOK

Have students interview seniors and write stories about how the seniors came to Alberta from their birthplace or about events in community history from a senior's perspective.

HERITAGE MAP

Post maps of Alberta, Canada and the world on a large wall. Have people pin a slip of paper with their name on it to the map to mark their birth place.

SENIORS GO TO HIGH SCHOOL

A high school could invite seniors from the community to attend school for the day.

MORE IDEAS:

- A pen pal program
- “Grandpa, dad and sons” or “Grandma, mom and daughters” outings
- Recognize the oldest and the youngest participant at your event

School Involvement

LEARNING FROM EXPERIENCE

Ask principals and teachers to invite seniors to school to talk to students about their life experiences. Suggest that children tape record or video stories of a senior, possibly a grandparent, to present as a school project.

FAMILY HISTORY

Have teachers encourage students to write a family history or create a family tree and present it to their classmates.

WRITING CONTEST

Develop a writing contest with the school and have seniors and students jointly submit entries.

LIVING HISTORY

Encourage the school to have seniors bring photos or artifacts that will give children a vivid, hands-on image of the past.

Life-long Learning Event Ideas

COMPUTERS

With the support of your local school, invite seniors to computer lessons. Students could have a hands-on opportunity to teach seniors how to use the Internet. A list of websites with seniors-related information can be prepared and introduced to the seniors.

HEALTH FAIR

Set up a health fair including public health and home care staff, local long-term care staff, a pharmacist, dentist/denturist, optometrist, audiologist, mental health nurse, massage therapist, physiotherapist, recreation therapist, an Alberta Aids to Daily Living equipment distributor and a person who can provide information on provincial programs for seniors.

INFORMATION FAIR

Educate the public about resources, services, organizations, government programs and information important to seniors. Collaborate with service providers and agencies that serve seniors, such as Meals on Wheels, Elderhostel and the Canadian Legion.

LEARNING INSTITUTE

Provide a series of lectures on a wide range of topics including history, literature, local folklore, current issues, political science, biology or medical advances.

RETIREMENT PLANNING

Provide pre-seniors with an opportunity to do retirement planning with seminars ranging from leisure to financial preparation, how to determine future financial needs and how to manage pension, personal investments and debt.

SAFETY SEMINAR

Contact your local police department to arrange an information meeting for seniors and families on elder abuse and fraud awareness. There may be a Rural Crime Watch or Wise Owl program in your area that can assist or provide information. Another resource is the seniors fraud awareness campaign *If in Doubt, Check it Out* from Alberta Seniors and Community Supports.

SENIORS COLLEGE

Seek out local experts (e.g., horticulturalists, massage therapists, podiatrists, home economists, lawyers, physicians) to participate in a learning day. Schedule presentations that would interest seniors and the community, such as learning to write a personal directive, preparing a will and an Enduring Power of Attorney, estate planning, yoga, age appropriate exercises and nutrition.

TAKE A THOUGHTFUL APPROACH

Address issues facing seniors and their families. Host a panel discussion on age discrimination. Invite a pharmacist to talk about proper medication use and assistive devices for medication delivery. Request that a home care nurse discuss available services and how to access them. Ask a doctor to make a presentation on dementias, such as Alzheimer's disease. Have an optometrist or someone from the Canadian National Institute for the Blind talk about the aging eye and changes to note. Invite a social worker to discuss ways to support and take care of caregivers or an occupational therapist to speak on preventive care, such as preventing falls.

Active Living Event Ideas

CELEBRATE A SENIOR

Honour local seniors. Develop a nomination committee with community representatives (e.g., from public health, seniors' lodge, school or community organizations). Develop criteria for honouring seniors. Encourage the community to include the "Senior Citizen of the Year" in events.

COMMUNITY WALK

Host a community walk, perhaps as a fund-raising activity, with the help of a local recreation coordinator. Make the pathway barrier-free and make the outing intergenerational. Encourage parents to push babies in strollers and children to assist seniors in wheelchairs. Invite residents and staff of seniors' lodges or facilities, families, dignitaries and volunteers to walk with, push or assist seniors to a destination in the community. Focus on participation, not the length of the walk.

MAP OUT A THEME WALK OR HIKE

Organize theme walks. For example, "Take a Walk on the Wild Side" could be a walk through a municipal, provincial or national park; "Take a Hike through History" could be a tour of an historical area. Help people get reacquainted with their community.

WACKY OLYMPICS

Plan a day of safe, fun-filled games such as golf putting, football throw, flag race, basketball toss and horseshoes.

MINI SENIORS' GAMES DAY

Organize a Mini Seniors' Games for one or two days. Encourage seniors to sign up for several events. Events can include shuffleboard, baseball, slow-pitch, bowling, walking races, swimming, table tennis, snooker, darts, badminton, crafts, arts, cribbage tournaments, card games and board games.

MAKE PEOPLE LAUGH

Plan a funny fashion show or awards night, a tall-tale telling contest, a comedy film festival or an event with jugglers, clowns and a magician. Develop a carnival atmosphere for a day or a week. Encourage all staff or volunteers to dress up and decorate with flair. Strive for laughter.

PARTY OR JAMBOREE

Celebrate Seniors' Week with a theme party or jamboree. Create a theme party of the Roaring Twenties, have a piano player, song sheets and dancing, or create an indoor rodeo with costumes, an announcer and square dancing. Decide on a theme, find some musical entertainment and enjoy the fun.

PLANT A TREE OR GARDEN

Arrange to have a group of green-thumb seniors plant trees or prepare a garden at a seniors centre. Raised beds or box gardens are ideal for people with reduced mobility. People who do not go outdoors may appreciate window and balcony boxes. Approach a local nursery or the municipal parks department to donate plants and space.

SENIOR PROJECT PLANNING

Plan a project that will have an on-going benefit to seniors in the community. You may want to approach your local council to identify support to set up a volunteer-based seniors' transportation program. Or look into the development of seniors' projects that encourage activity, such as paths, sidewalks, ramps and doors that support seniors' independence.

SPECIALTY FASHION SHOW

Host a specialty fashion and footwear show. In rural areas, specialty retailers often stop at local lodges and long-term care facilities. Seek out their assistance or ask a local seamstress who has been successful at making adaptive clothing. Include in your fashion show designs for those in wheelchairs. Also include fashions that use Velcro or easy-to-open fasteners and designs that assist those with arthritis or limited mobility.

VOLUNTEER APPRECIATION LUNCH

Host a luncheon to honour seniors who make unique volunteer contributions to the community and who otherwise might go unnoticed. It may be the senior who knits mitts for school children, or the senior who drives elderly friends to medical appointments.

WALK TO WELL-BEING

Mark out the distance of several trails that can be walked and managed with a wheelchair or walker. Using a large poster, ask seniors to keep track of the distance or time they walk during Seniors' Week. Celebrate the total time or mileage with a party at the end of the week. Organize a walk-a-thon.

ALBERTA SENIORS GAMES

Encourage seniors in your community to participate in the Alberta Seniors Games. The games combine fun and competition, challenge and building of community.

SOME MORE IDEAS:

- golf tournament
- hockey game
- trail ride
- Use-to-be Tour — tour of the country identifying where old schools, homesteads and businesses used to be
- Dances — gramophone, square dance, dance marathon, barn dance, "Golden Oldies" dance

Promote Active Living

Improved fitness can help older Albertans maintain their independence and well-being.

- Get information about seniors' recreation groups in your area by contacting your local seniors' centre, club or recreation department or the Alberta Seniors Citizens Sport and Recreation Association.
- Order a free copy of Health Canada's *Physical Activity Guide to Healthy Active Living for Older Adults* by calling 1-888-334-9769 or visiting the Health Canada website at www.paguide.com.
- For information and ideas on the promotion of active living, contact your local Be Fit for Life Centre.

Be Fit for Life Centres:

University of Calgary
Campus Recreation
403- 220-8011

University of Alberta, Edmonton
Provincial Fitness Unit
780-492-0758

Keyano College, Fort McMurray
Lifestyle Services
780-791-8916

Grande Prairie Regional College
Be Fit For Life Centre
780-539-2816

Red Deer College
Kevin Sirois Fitness Resource Centre
403- 342-3140

Lethbridge Community College
Be Fit For Life Centre
403- 382-6919

Lakeland College, Vermilion
Be Fit For Life Centre
780-853-8474

Portage College, Lac la Biche
780-623-5542

Cultural Works Event Ideas

ART DISPLAY

Display the works of local senior artists. These may include painters, potters, weavers and quilters. Arrange to have a workshop led by an artist where seniors can get directly involved in the artist's medium.

BOOK DISPLAY

Showcase the works of local authors. Focus on seniors who have written family biographies, children's books, fiction or non-fiction books. Arrange readings by the authors or have the authors do a writing workshop or discuss how they became a writer.

BOOK OF BIOGRAPHIES

Compile a book of biographies of long-time community residents. Seek the support and assistance of the local historical society, library or seniors' organization. This book would preserve the heritage of early residents of the community and could be shared with the local school or library.

CELEBRATE DISAPPEARING ARTS

Provide demonstrations of disappearing arts to introduce the community to seniors with hidden talents. These arts may include mending, darning, tie dying, soap making, beading, embroidery and whittling.

ORGANIZE A SENIORS' FAIR

Ask seniors to demonstrate their skills and talk about their crafts. Organize an arts and crafts display in a library, shopping mall, community centre, church hall, museum, art gallery or even on the sidewalk. Invite businesses, service organizations, recreation groups and government departments to display their services for seniors at booths or tables at the fair.

MUSICAL EVENING

Host a musical evening featuring seniors in your community. Or hold a dance featuring music from the past — ballroom, big band, or the early days of rock and roll. Invite the community to join in. Have seniors provide dance lessons to the public as part of the event.

TAKE UP A HOBBY

Focus on popular hobbies such as a model building, painting, wood crafting, birdhouse building or stamp collecting or hold a class on composting and how to build a composter.

CELEBRATE SENIORS' WEEK YOU OWN WAY

Bring people together to do something low-key but special during Seniors' Week. It may be an evening or afternoon movie matinee, a play, a visit to the art gallery or a coffee party. Make it a special commitment to link up with friends and go to a community event.

