

For Immediate Release

No Hard Day's Night for Amica HELPING HANDS' Fundraiser!

VANCOUVER, BRITISH COLUMBIA, November 10, 2011. Even the renowned Fab Four would have agreed that Amica HELPING HANDS' third annual fundraising gala evening held on November 2 at the Four Seasons Hotel in Vancouver, BC. was a smashing success!

Gala 2011 raised over \$150,000 for seniors living in poverty across Canada. Throughout the spectacular evening of fun, prizes, gourmet dining and entertainment headlined by Beatles tribute artists Fab Fourever, guests made the most of the opportunity to bid on over 120 high-end gifts of donated art, jewellery, sports equipment, appliances and travel and experience packages in both a silent and live auction. The evening, emceed by Deborra Hope, anchorperson of Global Television's Vancouver's Early News at 5:00 pm and News Hour Insight, was truly a memorable example of committed, caring corporations and individuals coming together in support of one of Canada's less visible yet fastest growing segments of society in need.

"More and more seniors are having to turn to local food banks, agencies and programs such as ours," Colin Halliwell, Chair of Amica HELPING HANDS Community Program, told the Gala's 350 guests. "The good news though is that through your generous donations and support we have been able to expand our program this past year, significantly making a difference to the dignity and quality of life of an increasing number of seniors who need a helping hand. We are proud to report that Amica HELPING HANDS has donated over \$200,000 in the last year, all thanks to the generous support of so many."

All monies raised from *Gala 2011* and from a multitude of fundraising events and activities that take place throughout the year at Amica Mature Lifestyles, Inc.'s 22 retirement residences across Canada, are donated to initiatives that directly support and assist marginalized seniors. Initiatives such as a 15-seat passenger van was donated to the St. James Community Service Society located in the downtown eastside of Vancouver, BC. and The Salvation Army Warehouse Mission in Toronto is very excited to be receiving theirs in the new year. In addition, since Amica HELPING HANDS was founded in 2002, the charity has raised over \$1 million dollars and by December this year will have donated over 10,000 Holiday baskets. These baskets, full to the brim with items such as a blanket, a gift certificate to a local supermarket plus non-perishable food items, are distributed to seniors living in poverty each year in time for the Holiday.

Please consider giving generously to seniors in need because, in the fitting words of the Beatles' song *Help*:

*When I was younger, so much younger than today,
I never needed anybody's help in any way.
But now these days are gone, I'm not so self-assured...
Help me get my feet back on the ground.
Won't you please, please help me?*

All donations to Amica HELPING HANDS are gratefully welcomed and appreciated. Please visit www.amica.ca/helpinghands or contact Gisela Morgan at 604 608.6232 or 1 877.447.4827

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