



FOR IMMEDIATE RELEASE:

Amica HELPING HANDS Gala Evening Raises Awareness and Funds for Seniors in Need

Vancouver, BC, November 22, 2010

On November 4, 2010 over 200 committed and caring people came together at the Pan Pacific Hotel to enjoy an evening of fun, entertainment and delicious food in support of Canadian seniors living on or below the poverty line.

This was the first annual gala *Evening of Delicious Amusement* the Amica HELPING HANDS Community Program has hosted in Vancouver, and despite a still recovering economy, an extremely successful fund raising event. Emceed by Deborra Hope of Global Television, guests enthusiastically bid throughout the evening on a vast selection of gifts, household items, artwork, jewellery, travel and dining packages, all generously donated to the Live and Silent auctions by supporters of this very worthy cause. In total, the gala dinner raised over \$68,000.00 for HELPING HANDS, the proceeds of which will be donated exclusively to seniors in need.

Amica HELPING HANDS Community Program is a not-for-profit, registered charity founded in 2001 by a small group of staff members from Amica Mature Lifestyles' corporate office. These volunteers, hearing of seniors in their area who would be spending the upcoming Holidays alone with little or no food or winter comfort, personally put together and distributed baskets filled with non-perishable food, a supermarket gift certificate and a warm blanket for the seniors just in time for the Holiday.

Since that time, Amica HELPING HANDS has grown into a national organization. To date, through fundraisers such as *An Evening of Delicious Amusement* held this year in both Vancouver and Toronto, and many other major events hosted by Amica residents and staff throughout the year, over 6400 baskets have been carefully shopped for, lovingly put together and personally distributed to seniors in need across Canada.

Once again this December, volunteers in every Amica retirement community across Canada will join together to complete this year's even larger Basket Campaign in time for the Holidays.

If you would like to donate to this much needed cause, please contact your local Amica Wellness & Vitality™ residence in the Vancouver Mainland or Vancouver Island areas or call 1.877.447.4827 or 604.608.6777 for more information.