



## Seniors' Advocate Recognizes Seniors' Month with an Art Contest and Social Media Campaign

Every year in Newfoundland and Labrador, the entire month of June is dedicated to honoring the hard work and many contributions of seniors which strengthen our communities and, indeed, our province. Seniors are vital volunteers, leaders, voters, employees, and employers. And every day seniors are breaking down stereotypes!

Seniors are our memory-keepers, storytellers and teachers. They partner with other seniors to ensure collective needs are met, and they mentor younger generations by fostering life skills and safeguarding the many unique traditions we hold dear.

To celebrate seniors, while promoting healthy attitudes about aging, during Seniors' Month the Office of the Seniors' Advocate is conducting two campaigns.

The first is a social media campaign: **Growing Bolder**. Until June 17, we encourage seniors, or someone on your behalf, to submit a photo showing us how you are challenging ageism and are growing bolder!

Our second campaign is a Youth Art Contest: **Growing Bolder – Young Eyes on Bold Lives**. We invite all elementary school students to challenge ageism through art by submitting a drawing of what you love or appreciate about an older adult in your life. For more information on both campaigns, please visit <https://www.seniorsadvocatenl.ca> or call 709-729-6603/ 1-833-729-6603.

### Quote

"By shining a spotlight on seniors, we show them the appreciation and respect they deserve. These two campaigns aim to dispel ageist thinking and portray growing older (and bolder) as something to be embraced. We would love to receive many, many photos and drawings from seniors and young people."

Susan Walsh  
Seniors' Advocate Newfoundland and Labrador

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