

**Minister
Responsible for
Seniors Affairs**

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April, 2017

Dear Mayor or Reeve,

June marks the 33rd anniversary of Seniors' Month in Ontario. To recognize the important role seniors play in our communities, we will be celebrating this year under the theme of "Living Your Best Life."

During our celebrations in June, we can highlight how our seniors have built our communities and continue to contribute their time and talents in many ways.

It's important we all recognize their achievements, and what better way than by proclaiming June as Seniors' Month in your community. I am asking you to make this proclamation and have attached a sample to make it easier for your municipality to participate. We will also be sending promotional materials for Seniors' Month soon.

I would also like to encourage you to work with your local MPP(s) to host Seniors' Month events in your community. We would be happy to help you promote your event online. Please send your event details to infoseniors@ontario.ca.

Two years ago we introduced our Twitter account to Ontario's seniors and we were impressed by the enthusiastic response to our online campaign. If you haven't already done so, please follow us [@OntSeniors](https://twitter.com/OntSeniors).

For 2017, I encourage you to visit (and like) our new Facebook page: facebook.com/SeniorsOntario, where seniors across Ontario can share information important to them.

Each year, municipalities have the opportunity to pay tribute to one outstanding senior with the [Senior of the Year Award](#). A certificate, provided by the Ontario government, is signed by Her Honour the Honourable Elizabeth Dowdeswell, Lieutenant Governor, myself as Minister of Seniors Affairs, and the local Head of Council.

I encourage you to submit a nomination before April 30, 2017 and during Seniors' Month, showcase how your seniors are making a difference in your community. Throughout the month of June, I hope to visit a number of municipalities to help celebrate the achievement of local seniors.

Finally, for more information on Seniors' Month and other supports for seniors, please visit the Ministry website at www.ontario.ca/seniors.

Thank you for your consideration, and for honouring how our seniors are living their best lives.

Sincerely,

Dipika Damerla
Minister of Seniors Affairs

Enclosed: sample proclamation