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## MEDIA RELEASE

## FOR IMMEDIATE RELEASE

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November 2<sup>nd</sup>, 2020

### **VIRTUAL COFFEE HOUSE FUNDRAISER FOR COUNTY OF RENFREW LONG-TERM CARE HOMES**

At the beginning of the year both County of Renfrew Long-Term Care Homes, Bonnechere Manor & Miramichi Lodge, were set to host their major fundraisers such as the annual Galas and Living Your Best Life. However, these quickly came to a halt with the declaration of the world-wide COVID-19 pandemic. This pandemic has been a difficult time for everyone, especially residents living in long-term care.

The Butterfly Approach™ was launched early 2020 – the start of a year-long journey to transform each long-term care home's dementia care units into more "home-like" environments focused on creating meaningful moments with residents. The Homes are ready to move forward with environmental changes on the Butterfly units to enhance the quality of life for residents such as brightly painted walls to brighten living spaces, installing vinyl door covers to personalize each resident's door as well as interactive artwork & activities and sensory/remiscing spaces to help provide cognitive stimulation.

On Friday November 20<sup>th</sup>, 2020 from 7-10pm, the Bonnechere Manor Foundation & Miramichi Lodge Foundation are hosting a Virtual Coffee House to raise funds to implement these changes at both Homes. From the comfort and safety of your home, tune in online to a series of performances from local musicians, including The Riley New Band, Sonya Bergin, Mitch Desilets, The Dougherty Sisters, Jordan Dubeau Music, Minister John Yakabuski MPP, and Stacey Graveline! There are two ticket options available: option 1 is a General Admission price of \$25 (access to performances & silent auction), or option 2: Admission + Meal Voucher which includes admission (access to performances & silent auction) as well as a voucher for specially-curated meal, including a dessert and a can of wine or beer, created exclusively for participants. Those who purchase a ticket that include a Meal Voucher will be able to pick up their food from the Babbling Gourmet for Renfrew and area, or Ullrich's for Pembroke and area. Anyone who purchases a meal voucher will also receive a complimentary \$10 gift card to the designated restaurant! The online silent auction will feature many great prizes from local business with some valued up to \$1000!

Warden of the County of Renfrew Debbie Robinson says, *"Although we cannot gather during this time in person; we can come together online as a community and support our long-term care home residents."*

To purchase a ticket, visit <https://www.eventbrite.ca/e/virtual-coffee-house-for-bonnechere-manor-miramichi-lodge-tickets-114425140676> (link also available on COR Long-Term Care Home's Facebook page) or contact Lainy McIntyre, Fundraising Coordinator directly at [lboldtjohnson@countyofrenfrew.on.ca](mailto:lboldtjohnson@countyofrenfrew.on.ca) or 613-432-4873 ext. 1252.

If you are unable to virtually participate in this event but would still like to support either Home, please visit [www.canadahelps.org](http://www.canadahelps.org) and search either Bonnechere Manor Foundation or Miramichi Lodge Foundation to donate online. Follow CORLTCHs on Facebook, Twitter & Instagram for more updates. *\*Please note you must be 19 years or older to pick up the meal/drink package. Please drink responsibly.\**

Examples of Environmental Changes:



*Bonnechere Manor and Miramichi Lodge, highly regarded long-term care homes in Renfrew and Pembroke, Ontario respectively, are municipally (not-for-profit) owned and operated by the County of Renfrew and City of Pembroke. A wide-range of quality long-term programs and services including 24-hour nursing care, accommodation, meals, as well as physiotherapy programs and a variety of social and recreational activities are provided to the 346 residents who call the Manor and Lodge “home.” A vibrant part of the community, the Homes offer a variety of community services such as respite care and support groups. Both Homes have been awarded a Four Year Accreditation with Exemplary Standing Award – the highest award granted by Accreditation Canada and provides the Homes with the opportunity to benchmark their programs and services to national standards and assists in continuous quality improvements.*