News Release

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City, local organizations and UBCO students shine a light on older adults

(Penticton, BC – September 13, 2021) – The City of Penticton is working with local organizations and a team of University of British Columbia Okanagan (UBCO) students to compile profiles of older people who are making a difference through volunteering, sports, arts and other activities. These stories and the accompanying photographs will be shared as part of an upcoming campaign to celebrate the International Day of Older Persons on October 1, 2021.

"We are thrilled to have the help of UBCO students for this project that tells the stories of some inspirational people here in our community," said the City's Social Development Specialist, Adam Goodwin. "This group of older adults is a snapshot of the remarkable people who are volunteering their time, coaching our children and working behind the scenes to make this a great city."

The inter-generational component of this project and collaborations between the City and community organizations were recommendations outlined in the Penticton Age-Friendly Action Plan. The City is committed to becoming a recognized age-friendly community, ensuring that people of all backgrounds, ages and abilities feel welcome and included in our community, where they can live active, socially engaged and independent lives.

"The Age-Friendly Action Plan identified that some older people feel stigmatized because of their age. Our aim is to highlight and celebrate the contributions people of all ages and abilities are making to our safe and vibrant community," added Goodwin.

The UBCO practicum students from the School of Health and Exercise Sciences and School of Social Work have compiled profiles of local older adults of Penticton. The City would like to hear from additional older adults involved in the arts and local volunteer organizations to continue developing the campaign. Older adults interested in taking part are invited to email socialdevelopment@penticton.ca or call 250-490-2512 by September 17, 2021.

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