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For Immediate Release

GEF Seniors Housing Opens its Doors for Housing Month

Edmonton... **GEF Seniors Housing** will be hosting three open house tours as part of November's **Housing Month** celebrations. The tours will be held at **Pleasantview Place** (5210 110 St.) on **November 23, 2016**, **Virginia Park Lodge** (11033 76 St.) on **November 24, 2016**, and **Rosslyn Place** (10915 134 Ave.) on **November 25, 2016**. All tours will begin at 1:00 p.m. and will feature walks-throughs all over each site from the commercial kitchen, dining hall, and common spaces to the apartments and lodge rooms. More than 3,500 seniors across Edmonton call a GEF Seniors Housing building home.

The Housing Month initiatives are part of a partnership with a group of different affordable housing associations across Edmonton, including **Capital Region Housing Corporation and Homeward Trust**. GEF Seniors Housing **CEO Raymond Swonek** explains that the efforts being made over Housing Month are to help raise awareness of the need for more affordable housing in Edmonton and to alleviate the negative stigma about what affordable housing looks like.

"This year definitely feels like a celebration," says Swonek. "We've progressed a lot over the years in supporting affordable housing and we as a city have a lot to be proud about in terms of how far we've come and the direction we're headed in. There's still a lot of work to be done, though."

With recent events that have seen some communities push back against building new affordable housing in their neighbourhoods, it's more important than ever for the supportive groups to inform the public about the benefits of affordable housing and show they can be vibrant and beneficial parts of any community.

"We hope these open house tours show the Edmonton community what can be achieved with affordable housing," says Swonek. "There are so many misconceptions and we know the best way to educate the public better is to simply open our doors, invite them in, and show them that what we're actually providing is a safe and secure home for those who need it most."

Though Swonek's optimism about the current state shines bright, he knows there is still a lot of work to be done to ensure that no one has to worry about where they are going to call home. "I hope our efforts throughout Housing Month will open eyes, change minds, and help put shovels into the ground for more affordable housing in Edmonton."

If you wish to join GEF Seniors Housing for its Housing Month tours, contact the sites directly at **780-437-7061 for Pleasantview**, **780-479-2403 for Virginia Park**, and **780-473-2915 for Rosslyn Place**. For media inquiries, contact Christopher Schieman, Public Relations Manager, at cschieman@gef.org or by phone at 780-447-9207 (office) or 780-938-1243 (mobile).