

**FOR IMMEDIATE RELEASE**

**Respect for Aging Adults**

Saskatoon, Saskatchewan, October 14, 2016

One of our most important demographics in Saskatoon are our aging adults. The people that built our city. The people to whom we owe so much. And the people so often forgotten in our policy development. The proportion of Saskatoon's population over age 65 was 15% in 2011, and will rise to 18% by 2026 according to Statistics Canada.

"As your mayor, I will make it a priority to learn more about, and respect, your needs", says Kelley Moore, candidate for mayor in the October 26 municipal election. "Mobility in the winter. Access Transit. Age-friendly service delivery. Affordability. Many of these have been neglected in our pre-occupation with growth and development."

The Saskatoon Council on Aging produced the "Age-Friendly Saskatoon Initiative" in 2011. "This initiative can serve to guide our city in appropriate policies that consider the needs, and take advantage of the experience and knowledge, of aging adults", says Moore.

In addition, Saskatoon Services for Seniors provides valued services for independent living for the aging adult demographic. "We want to work with groups like this to target our activities", says Moore.

**Consideration for Aging Adults**

"Aging adults are a tremendous resource to Saskatoon. I want to create an environment where their contribution is invited and valued", says Moore. "To achieve this, I will work with groups such as the Saskatoon Council on Aging to create criteria by which new developments and policies can be evaluated. If a project or policy has insufficient consideration for seniors, this can be remedied before it's too late. We need a Saskatoon that is age-friendly."

By paying more attention to issues that matter to aging adults, everybody benefits. "Mobility issues are certainly important for aging adults, but paying attention to them benefits younger people, or those with disabilities as well", says Moore. "We're talking about becoming a city that is right for people from age 8 to 80. To get there, we need to work on issues like priority snow and ice management from seniors' homes to important and popular destinations such as shopping, health, or civic centres. Cut curbs that help with scooters, wheelchairs, but also strollers. Priority pedestrian signals at crossings. The changes don't have to be expensive to have a tremendous positive impact", says Moore.

"I see a city that is diverse in every way. Culturally and age-wise. Where people can live and age in place. We want to listen to people and facilitate their contribution to making this city what it can be", says Moore.

For more information or to discuss this further with Kelley please contact: Campaign Manager Sara Wheelwright or Campaign Coordinator Haven Rees | 306-291- 5303 or 291-4449.

