



PRESS RELEASE

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NEW SENIOR LIVING BLOG SITE LAUNCHES FOR CANADA

Toronto, ON. May 4, 2021 - Lifestyle 55+ Network, Inc. owns and operates www.SeniorCareAccess.com, a Canada-wide online resource for senior's, their families and professionals who need information and support related to senior housing options, navigation assistance and resource services with a focus of older Canadians.

They have now re-launched www.Senioropolis.com with a new goal and purpose in mind. www.Senioropolis.com was a precursor to the www.SeniorCareAccess.com platform and for over 20 years was known as a reputable and comprehensive source of seniors' housing information. At the end of 2020, that portal's information was transitioned to www.SeniorCareAccess.com leaving a well-used and well-known URL in need of a new objective.

The principals of Lifestyle 55+ Network, Inc. who have over 35 years combined experience in the senior sector in Canada, set out to create something new and unique that would have a positive impact on the senior living sector.

The decision to turn this 20 year old website into a Blog Site on Senior Living for Canadians was born out of the knowledge that no other site with this direction existed and, the industry needed such a portal. While seniors can use it to connect directly to www.SeniorCareAccess.com, they can also read a regular feed of articles, contributed by those in the industry, about the very positive and inspiring aspects of senior living in Canada. Articles are rotated through the site and visitors can view information on the contributing community or service provider after they read their article. They are welcome to visit often to do a daily crossword, sudoku puzzle or word search, or they can simply stop by to check out a joke or two.

"After many years working in the senior industry, we recognized that something was missing in all of the existing platforms. People want to know about the activities and special events others have to share. Seniors, families, and professionals are able to learn, discover and share information on just about any subject. Articles can be about hobbies, recipes, loved pets, events, milestones, celebrations, activities, and hero recognition. We are open to just about any positive, inspiring article related to senior living. The site is designed to offer a welcoming positive look at aging in a senior community" – Lifestyle 55+ Network Inc. Partner, Esther Goldstein.

Esther's business partner Paul Cutajar adds "With all the serious news and events related to aging and retirement, we often forget that for many, the decision to transition to a retirement community has a positive benefit offering a stable and, in some cases, an improved quality of life. Our sister site www.SeniorCareAccess.com deals with all the serious content related to research, consulting, and

services. It was time to create an opportunity for seniors' communities and their residents to share their experiences with others in a public forum, regardless of what province or city they live in.

While there is tremendous value in the seniors' housing unbiased data, most people also want to know what it's really like living in a seniors' community. They want to hear or read stories of people who have made that move and what their experience is like. This site will help people who are not sure about what a move to a retirement home entails, to understand better when they start looking at making a decision to move".

The two sites compliment a visitors' need for information and resources by allowing an opportunity for people deciding about relocation to a retirement or care setting to be exposed to both the subjective and the objective view of a Canadian retirement lifestyle or community.

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