

# PRESS RELEASE

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## CANADIAN COMPANY DELIVERS LARGEST UNBIASED SENIORS' HOUSING AND RESOURCE DATABASE

Canadian Seniors and Seniors' Service Providers gain access to housing solutions, supportive services and networking options.

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Lifestyle55+ Network Inc. set out to provide tangible solutions to major challenges that Canadian Seniors and Seniors' Service Providers face when addressing the needs of transitioning older adults.

When searching for senior housing options such as retirement communities, Canadians are not currently offered a central source of unbiased information or extensive data. Existing directory models only offer results where housing providers pay to be listed and they do not provide inter-Provincial searches, leaving many options unaccounted for. As a result, Canadians have had limited 'easy' access in identifying senior housing options and community specific services. Seniors' Service Providers also benefit from marketing and networking opportunities.

Their solution is a web portal appropriately titled [www.SeniorCareAccess.com](http://www.SeniorCareAccess.com) (SCA). Owners Esther Goldstein, (Social Worker and developer of Senioropolis Inc.), and Paul Cutajar, (Master Accredited Senior Agent™), joined forces to build a web portal that offers to resolve these challenges! Working with seniors and developing opportunities for the senior industry involves a multifaceted approach ... and they are positioned to deliver!

SeniorCareAccess.com delivers:

- Canada's largest UNBIASED Seniors' Housing Database – currently housing over 6000 results, it is best suited for professionals who understand the nuances of seniors' housing and levels of care.
- A Sponsored Database – designed to showcase retirement communities to site visitors.

- A comprehensive person-centred Consulting Program focused on seniors and families who are navigating a transition. Designed to be affordable in assisting Canadians at the point of, 'What do we do now?' and 'Who can help us?', and
- A Canada-Wide Directory of Seniors' Service Providers offering services related to the needs of older adults in transition. This program is designed to deliver a framework of over 160 service categories per Canadian city, benefiting both the consumer and the professional.

SeniorCareAccess.com has additional supports in place making it a powerful resource for any Canadian faced with, (ie: family member), or involved in, (ie: service provider), an older adult's transitioning needs.

"Having been in the retirement/senior housing database industry for over 20 years, it became evident that the time had come to deliver unbiased data for the information hungry consumer – this is the basis of SeniorCareAccess.com." (Esther Goldstein, Partner)

Partner, Paul Cutajar added, "We understand that Canadian families struggle when they are faced with a parent(s) change in need, regardless of whether it's by choice or by circumstance. Typically, it is by circumstance, which leaves them on their own to sort through a myriad of options. To assist them through this crucial time they need to be able to locate unbiased information and identify services that can help them. Remember, most people are going through this transition for the first time and are not trained to navigate the challenges. In summary, should you be faced with the circumstance in which a family member required a transition in lifestyle due to aging or illness, do you know your options? SeniorCareAccess.com simplifies the process!"

### **About SeniorCareAccess.com**

Lifestyle55+ Network Inc. through its SeniorCareAccess.com platform, is focused on delivering innovative solutions to the senior marketplace with a continuum of service in mind. For the first time, Canadian residents and Seniors' Service Providers are able to easily identify retirement housing solutions and access consulting and navigation assistance. Seniors' Service Providers are offered unique education options and are provided with marketing and networking opportunities. All products and services are strategically designed to 'involve' all the components transitioning seniors need.

Retirement and Housing Communities can visit: <https://www.seniorcareaccess.com/sponsored>

Families seeking Consulting and Action Plans can visit: <https://www.seniorcareaccess.com/consulting.php>

Seniors' Resources and Service Providers can visit: <https://www.seniorcareaccess.com/seniorservices>

By connecting these resources, we have empowered Canadian families to be more educated and gain direction in order to make better choices. Families can start their research by visiting: <https://www.seniorcareaccess.com>

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