

## **FOR IMMEDIATE RELEASE**

### **County of Simcoe accepting nominees for Age-Friendly Business and Individual Recognition Awards**

**Midhurst/July 31, 2023** – The County of Simcoe is accepting Age-Friendly Business and Age-Friendly Individual Recognition and Achievement nominations until September 30, 2023. These awards recognize organizations that have taken action to become more accessible to seniors and individuals who have demonstrated an outstanding commitment to creating age-friendly communities.

This year, the County will host a ceremony in late fall to recognize all award recipients.

#### **Age-friendly Business Recognition Awards**

All businesses, from banks to pharmacies, are encouraged to participate in the Age-Friendly Business Recognition program. Organizations can assess their age-friendliness using our Self-Assessment Checklist within the [business/organization guide](#). Those looking to improve their rating can take advantage of in-person and online [County services and resources](#).

The Age-Friendly Business Recognition Awards reflect the importance of adapting to the increase in seniors within Simcoe County and the County's commitment to recognizing businesses that take action. Businesses that have made progress to improve services for seniors within Simcoe County (including the separated cities of Barrie and Orillia) are invited to submit an [Age-friendly Business Recognition Application Form](#), to be reviewed by a sub-committee.

The Age-Friendly Business Recognition Award winners will be recognized through a County press release, social media and on the County website. They will also receive a certificate, decal for their door and prizes for their staff, including a \$50 Tim Horton's Gift Card.

#### **Age-Friendly Individual Recognition and Achievement Awards**

The Age-Friendly Individual Recognition and Achievement Awards recognize an Age-Friendly Champion and an older adult who demonstrate outstanding commitment to creating Age-Friendly communities and enriching the lives of seniors in their community(s). Individuals are invited to submit a nomination form that will be reviewed by a sub-committee. Visit the [Awards page](#) for more details.

The Age-Friendly Individual Recognition and Achievement Award winners will receive recognition through a County press release, social media and on the County website. They will also receive a framed award certificate.

#### **Quotes**

"The County is grateful to the thousands of businesses and individuals that continue to support seniors in our communities. The County's Age-friendly Program is one way that we can recognize those people and companies that go out of their way to make life easier for our senior residents." – *County of Simcoe Warden Basil Clarke*

“Seniors make up a growing percentage of our population in Simcoe County. Through our Age-friendly Business and Age-friendly Individual Recognition programs, we are assisting businesses with helpful information and resources on how they can better serve people as they age, as well as recognizing the efforts of companies and individuals that have already taken action to support our older adults.” – *Jane Sinclair, General Manger, Health and Emergency Services, Simcoe County*

### **About the Simcoe County Age-Friendly Community Program**

The Age-Friendly Community Program was established in 2016 to increase awareness of the County’s aging population and help businesses and organizations evaluate their environment and service delivery. The County continues to provide resources and assessment tools to help organizations implement age-friendly goals and strategies and adapt to our aging population. For more information on our Age-Friendly Community program and the Business Guide and Recognition Awards, visit [www.simcoe.ca/agefriendly](http://www.simcoe.ca/agefriendly), email [agefriendly@simcoe.ca](mailto:agefriendly@simcoe.ca) or call 705-726-9300 ext. 3127

### **About County of Simcoe**

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at [simcoe.ca](http://simcoe.ca).

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