

*Positive Aging for all*

## Media Contact:

Virginia Dakiniewich  
Community Engagement Coordinator  
Saskatoon Council on Aging  
Phone (306) 652-0149  
[virginia@scoa.ca](mailto:virginia@scoa.ca)



*The Saskatoon Council on Aging is a non-profit, community-based, voluntary organization dedicated to the promotion of dignity, health and independence of older adults.*

## FOR IMMEDIATE RELEASE

### Celebrating 25 years of Success

**Saskatoon, Saskatchewan, February 9<sup>th</sup>, 2016-** Imagine walking down a busy Saskatoon street twenty five years from now. One out of every four people you see in the crowd will probably be over the age of 65. The Saskatoon Council on Aging (SCOA) envisions a city where older adults can live independently and age with dignity - that is what our work is all about.

In 2016, SCOA celebrates 25 years of working on behalf of older adults in Saskatoon. We are honored to announce that Dr. Murray Scharf has been named Ambassador of Cornerstone, SCOA's 25th Anniversary Commemorative Fund. Cornerstone will build a fund to help SCOA thrive over the next 25 years as it has during its first 25 years.

"Murray believes passionately in the social and civic engagement of older adults and exemplifies this in his own life." says Elliot Paus Jenssen, fellow volunteer and Past Board President of SCOA. "Very generous in sharing his time, energy and many talents, Murray works tirelessly to improve the quality of life for older adults."

A committed and engaged volunteer with SCOA since 2006, Dr. Scharf has moved SCOA to a higher level of functioning. Highlights of his work include serving as Corporate Secretary on the Board, co-chairing the Age-friendly Saskatoon Initiative and leading SCOA's work on property taxes and low income seniors that culminated in the City of Saskatoon's adoption of The Low-Income Seniors' Property Tax Deferral Bylaw in 2012.

Funds raised from Cornerstone will be devoted to SCOA's work to change the dialogue on aging and ageism, to open doors to older adults and to make Saskatoon an age-friendly community. Dr. Scharf will be sharing SCOA's good news in the community throughout our anniversary year.

For more information, visit [www.scoa.ca](http://www.scoa.ca) or phone 306-652-2255.

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Saskatoon Council on Aging  
2020 College Drive  
Saskatoon, SK S7N 2W4  
PH (306) 652-2255 FAX (306) 652-7575  
[admin@scoa.ca](mailto:admin@scoa.ca) [www.scoa.ca](http://www.scoa.ca)  
Follow us on Facebook and Twitter (@scoa3)

