



\$1.5 Million Dollar Donation from Generous Benefactor, Launches Campaign for Culturally Sensitive Care Home in Burnaby

BURNABY, BC (April 27th, 2017) – Burnaby will soon have a brand new residential care home, that focuses on the needs and cultural sensitivities of Korean Canadian seniors. The announcement was made today, along with the donation of a cheque for \$1,500,000 from a generous donor, Ms. Eunice Ho, and the Rose of Sharon Foundation, both long-time supporters of the Korean Canadian community in BC.

The new care home will replace the New Vista Society's current residential care operation and will be located at 7550 Rosewood Street in Burnaby close to the current care site. Construction of the project is expected to begin in mid-2018 and completion should happen sometime in summer of 2020.

“Culturally sensitive, responsible and respectful care of our seniors is a big problem for the tens of thousands of Korean families in BC needing residential care for their family members,” said Darin Froese, CEO of New Vista Society. “This is a bigger issue for the Province and for the country as a whole for ALL families of immigrant parents, but we are making the first steps in creating a welcoming, educated environment, to ensure the needs of Korean seniors can be met in Burnaby.”

Speaking at the event, Mr. Michael Hwang discussed his personal experiences. He saw his father's health decline rapidly when, despite receiving great care at a residential facility, his father was unable to verbally communicate with his caregivers, who were also unaware of cultural sensitivities. Overnight, Mr. Hwang's father saw his home, his diet, his communication channels and even his clothing change to something he was completely unfamiliar with.

Burnaby City Councillor Paul McDonell, who also attended the event, said: “Burnaby's is one of the most diverse cities in Canada. We are proud this project is forging a way forward in culturally sensitive elder care. We hope this will become a template for care across Canada.”

The New Vista Society project wants that to happen, but in order to complete construction, they are asking members of BC's Korean community to become patrons of New Vista as they build the Care Home, and redevelop their existing site and expand services.

Anyone wanting to make a donation, or become a patron, can visit the New Vista website [here](#) or contact the CEO directly by calling 604-521-7764.

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