



## BC Butterfly Release — July 30, 2021

BC Care Providers Association and EngAge BC will be hosting a butterfly release with long-term care and assisted living operators from across British Columbia. A butterfly release symbolizes rebirth and transition, we hope this celebration of life will be a memorable event for participating care providers and the seniors they strive to care for and keep safe during this past challenging year.

On July 30<sup>th</sup>, 2021, in partnership with BCCPA, a total of 30 care homes will join us for our butterfly release event to commemorate seniors who have passed away during the pandemic due to COVID-19, while also honoring those who survived. The participating care homes are located across the province, which includes Abbotsford, Burnaby, Coquitlam, Delta, Kamloops, Kelowna, Osoyoos, Penticton, Qualicum Beach, Surrey, Vancouver, Richmond, Sidney, and Vernon.

We encourage participating care homes to invite families and local dignitaries to join the celebration on this important and emotionally impactful day. Care providers, residents and guests are invited to share photos and videos of this butterfly release via social media using hashtag **#BCbutterfly2021**.

BCCPA will be issuing a province-wide media release about this event and will invite reporters to visit care homes to cover this story. However, please kindly note that this is optional and that we will ask care homes for permission before the event day for media coverage. We understand that some care homes may want to host an intimate and private event for the occasion. For those who wish to invite reporters on site, BCCPA's communications team will work with care home staff to facilitate contacts with media.

We look forward to the butterfly release, please reach out to us if you have any questions regarding the event.

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