



## Sienna Senior Living Unveils Aspira Retirement Living, a new experience for Canadian Seniors

MARKHAM, Ontario, May 6, 2022 – Today, Sienna Senior Living unveils Aspira Retirement Living, a new lifestyle brand across 35 retirement homes in Ontario, British Columbia, and soon-to-be at five locations in Saskatchewan. Through a year-long journey, Sienna has revitalized retirement living, elevating services and programs to meet the needs of today’s seniors and enable them to live the life they desire and deserve. Starting this week, Aspira retirement communities across Canada are holding local celebrations to usher in this exciting new change.

“At Aspira, we understand the privilege of serving seniors in the next chapter of their lives,” says Nitin Jain, President and CEO of Sienna Senior Living. “We are thrilled to have created a new standard, not only for our homes, but to be on the forefront of change for the sector and reflect what seniors communities are truly about – living life to its fullest.”

Sienna has five decades worth of experience in seniors’ living. This, coupled with a deep passion for working with seniors, is the driving force behind Aspira Retirement Living. The new brand platform modernizes living in a retirement home and was born from the insights provided by seniors, the vibrancy of life they want and the experiences of team members who support them.

Aspira focuses on offering residents’ choices and the ability to personalize their experiences while ensuring they are a vital part of the local community through partnerships and connections. Aspira’s signature programs include **Nourish by Aspira**, **Active by Aspira** and **Explore by Aspira**. While Nourish by Aspira focuses on culinary excellence and broader selection, Active by Aspira offers an expanded range of fitness classes and Explore by Aspira aims to help residents connect with others, pick up a new hobby, or continue learning, including the Masters Academy, a year-round, semester-based educational program for residents.

“Retirement is about freedom and discovery,” says Mark Lugowski, Executive Vice President of Retirement Operations. “Our teams are ready to welcome new residents and show them that with the array of choices and opportunities in our homes life becomes fuller and more fulfilling.”

Canada’s demographic trends are shifting as baby boomers turn 65 years or older this decade. This will result in a significant increase in demand for services, activities and care for seniors.

Aspira is ready to provide the lifestyle the next generation of seniors seeks. That starts with retirement residences that are as unique as the local communities, of which they are a part. Residents and team members have deep connections with the surrounding people, services and businesses, and cultivating these connections is an essential part of the Aspira brand.

“Our residents and team members are excited to be the first to experience the new brand,” says Lugowski. “We’re so happy they get to be a part of the Aspira launch because everything we’ve done to make our residences better is for them to enjoy.”

For more information visit: [www.aspiralife.ca](http://www.aspiralife.ca)

The warmth of human connection

### **About Sienna Senior Living Sienna**

Senior Living Inc. (TSX: SIA) offers a full range of seniors' living options, including independent living, assisted living, long-term care, and specialized programs and services. Sienna's approximately 12,000 employees are passionate about helping residents live fully every day. For more information, please visit [www.siennaliving.ca](http://www.siennaliving.ca).

### **Forward-Looking Information**

Certain of the statements contained in this news release are forward-looking statements and are provided for the purpose of presenting information about management's current expectations and plans relating to the future, including the completion of the previously announced acquisition of retirement homes in Ontario and Saskatchewan. Readers are cautioned that such statements may not be appropriate for other purposes. These statements generally use forward-looking words, such as "anticipate," "continue," "could," "expect," "may," "will," "estimate," "believe," "goals" or other similar words. These statements are subject to significant known and unknown risks and uncertainties that may cause actual results or events to differ materially from those expressed or implied by such statements and, accordingly, should not be read as guarantees of future performance or results and will not necessarily be accurate indications of whether or not such results will be achieved. The forward-looking statements in this news release are based on information currently available and what management currently believes are reasonable assumptions. The Company does not undertake any obligation to publicly update or revise any forward-looking statements except as may be required by applicable law.