

**PUBLIC RELATIONS REPORT to the
COLUMBUS LONG TERM CARE SOCIETY
ANNUAL GENERAL MEETING on June 28, 2017**

We remain actively involved with the CHABC, who this past year developed a new Mission and Vision statement and revamped the organization's information pamphlet that outlines who they are, what they do and the benefits of membership. Holly Martin-Thompson, Administrative Coordinator sits on the Board. Columbus Residence again provided sponsorship to both the annual CHABC (Catholic Health Association of BC) and CHAC (Catholic Health Association of Canada) conferences. Columbus Residence is also a member of the DHA (Denominational Health Association) that represents 12 faith-based facilities in the province.

Ms. Krawczynski, a reporter for the BC Catholic newspaper attended our Light up for Christ event in December. Photographs of our illuminated courtyard and St. Patrick's 9 am choir with Archbishop Michael Miller were featured in the December 19th edition of the paper.

We advertised our Courtyard Fair, held in September, in the Vancouver Courier, on Craigslist and with flyers door to door in the neighbourhood. While the event was quieter than in past years, we did attract some newcomers.

Photos were taken at various events in Columbus Residence throughout the year; many appeared on our website, which continues to receive praise from not only families looking for a home for their loved one but the greater community as well.

The Board will continue to look at how we can optimize community awareness that in turn may increase our Society membership, volunteer base and fundraising revenues.

Respectfully submitted by:

Jo-Anne Harrison and Donna Trasolini
Public Relations Committee