PROCLAMATION

Seniors Loneliness Awareness Week

WHEREAS: Seniors Loneliness Awareness Week is an initiative led by GenWell, Canada's Human Connection Movement, to raise awareness of social isolation, disconnection, and loneliness among seniors.

GenWell is a Canadian charity that has been educating, empowering, and catalyzing Canadians about the importance of face-to-face social connection as a proactive step we can all take for our health, happiness, longevity, and the betterment of society since 2016.

Seniors Loneliness Awareness Week, which takes place from June 15 - 21, 2026, encourages Canadians to be more mindful of seniors in their daily lives and to take small, intentional steps to foster connection. Small actions such as saying hello, sharing a coffee or meal, going for a walk, or participating in a hobby can make a meaningful difference.

Loneliness can have a significant impact on the health and well-being of seniors, making meaningful social connections an important part of a healthy community.

THEREFORE: I, Mayor Patrick Brown, on behalf of Brampton City Council, do hereby proclaim June 15 - 21, 2026 as "Seniors Loneliness Awareness Week" in the City of Brampton.

Mayor Patrick Brown, City of Brampton