

FOR IMMEDIATE RELEASE

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ROCHESTER HOUSING AUTHORITY CELEBRATES LOW-INCOME SENIORS

200 Elders Gather for Special Summer Beach Picnic

WHAT: The Rochester Housing Authority (RHA) and Rochester Housing Charities (RHC) have partnered together to host a “Senior Picnic” for elderly residents living in RHA and RHC public housing sites across Monroe County.

“Seniors, especially those of low-income, are often unable to enjoy opportunities to get out and be active in the community,” said Rochester Housing Authority’s Executive Director John Hill. “It’s important that we take time to celebrate our elders and offer them special events that encourage peer socialization and community integration.”

More than 200 seniors have signed up for the activity which includes free transportation and picnic lunch catered by Unkle Moe’s. The event doubles as an educational function, with vendors from local community organizations sharing important wellness information.

Local organizations participating in the event include:

- Wegmans
- Alzheimer’s Association
- Lifetime Financial Group will work with seniors to identify financial goals on a limited income

WHEN: Thursday, August 10
12:00 p.m. – 3:00 p.m.

WHERE: Ontario Beach Park, Sand Piper Shelter
50 Beach Avenue
Rochester, NY 14612

About Rochester Housing Authority

Established in 1955 as an independent public corporation by New York State Public Housing Law, the Rochester Housing Authority (RHA) serves more than 22,000 lower-income families, seniors and disabled residents in the five-county Greater Rochester area. Approximately 20% of those reside in the 2,400+ RHA public housing units, while others served receive assistance in the form of voucher or certificate programs that help them afford eligible, private housing. In 2015, RHA received a “High Performer” rating from the U.S. Department of Housing and Urban Development.

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