

July 1, 2020

I want to extend my best wishes to you and your family for a Happy Canada Day. Today is Canada's 153rd birthday! Whether you will be spending time with friends and family around the barbeque, have scheduled a visit, virtual or in person, with your loved one, or are working at one of our seventeen locations, this Canada Day will certainly be very different from any other we have ever experienced before. Around the world, Canada is recognized as a respectful, diverse and compassionate nation.

As Canadians we freely share our resources, invest in our children, care for our seniors and support those who may not have the means to always support themselves. Yet, we have still room to improve, and much more to learn. Today we cannot go to large parties, gather for fireworks in our local parks or celebrate in the usual way. Still, I encourage you to still find time to celebrate in your own special way and remember what it means to be part of this truly wonderful country.

So far, we have had a year full of uncertainties, frustrations, and seemingly insurmountable challenges. Yet we as Canadians have stepped up to do our part to keep our friends, our families, and our neighbours safe. We have kept our distance, we have worn a mask to the store, we have washed our hands, and we have stayed home and limited ourselves to only essential trips. We have learned how to stay connected with technology, work from home, demonstrated patience in the long line ups at stores and adapted to our new normal. We have done all of this and much more in a joint effort to reduce the spread of the COVID virus, flatten the curve, and help to ensure that our hospitals and emergency rooms have the capacity needed to care for those who need them most.

Here at Thrive Group, we embody what it means to be Canadian. We are people helping people and caring for those who need our support. Just as I am proud of my country, I am also proud of our dedicated staff. Thank you for everything you do to keep our residents and clients safe, healthy and happy. Thank you to our residents, our clients and their families for your understanding, unwavering support, and trust during these extraordinary times.

Thank you to everyone who is working over the holiday so that others can get some time off to spend with family and friends. I hope you all find some time throughout the week to relax and reflect on just how far we have come as an organization, a community and a nation.

Wishing you and your family a peaceful and happy Canada Day.



Steve Sherrer
CEO