



**FOR IMMEDIATE RELEASE**

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**MAKE IT GRAND-Parent Video Charity Challenge**

TRAVERSE CITY, MICHIGAN, August 12, 2020 – At a time when nursing facilities for the elderly are under great scrutiny while caring for their vulnerable (and often immune compromised) elderly population during the Coronavirus Pandemic, the Grand Traverse Pavilions Foundation has also remained committed to advocacy for successful aging and enhancing the quality of life for aging adults.

Grand Traverse Pavilions, the region’s largest public continuum of care for vulnerable aging adults has fared well over the past five months of the pandemic. Daily temperature checks and symptom screenings of employees and weekly COVID-19 testing have become the new norm. While the Pavilions continues to monitor employee and resident conditions very closely, the Pavilions Foundation has focused on ways to help enhance the quality of life of the aging population and their families during these emotional and challenging times.

This summer, the Pavilions Foundation worked with Title Sponsor, Serra Subaru and Media Partner, Midwestern Broadcasting along with funding sponsor, the Michigan Council for the Arts and Cultural Affairs, to transform the traditional weekly outdoor concerts known as “*Concerts on the Lawn*” into “COL Goes **Radio Retro**.” The throwback format of broadcasting weekly pre-recorded performances of northern Michigan talent on the radio is a direct connection to our aging population who enjoyed live music on the family radio as a source of entertainment in the 1920’s! According to Deborah Allen, Chief Development and Community Engagement Officer for the Pavilions “The Radio Retro format was a window into the world of what life was like for families, and our elderly residents; some still remember the joy of gathering around the radio with their family for music, news, and Detroit baseball, as young children.”

“The most recent promotion “**MAKE IT GRAND-Parent Video Charity Challenge**” is geared more toward the younger “tech savvy” generation, but still puts the emphasis clearly on our elders... and specifically, grandparents.” shares Allen. The Video Challenge encourages grandchildren, and their parents to celebrate the grandparents in



their lives. The Make it Grand-parent promotion is meant to celebrate the relationships and importance of grandparents at a time when national trends are demonstrating that more grandparents are actually responsible for raising their grandchildren, forgoing their “golden years” for the sake of others. The Pavilions is committed to raising up grandparents, to show that they are important, valued, and essential to the success of the family unit, and our communities, by asking people to send in videos demonstrating how they are inspiring, educating, mentoring, and/or caring for their families.”

The ***MAKE IT GRAND-Parent Video Charity Challenge*** is a digital fundraising event that both celebrates aging adults and helps provide for their care. Presented by Grand Traverse Pavilions Foundation, with support from Grand Event sponsor, PNC Bank, and Media Partner TV 9&10, along with the Grand Prize sponsor Downtown Traverse City Association, this event allows people across Northern Michigan to submit videos which will be posted on TV 9&10’s Facebook platform. The community is then asked to vote for their favorite videos by sending in a minimum of \$5 through the on-line voting. The posting of videos and voting will take place over the remainder of the summer, culminating in the announcement of the GRAND Prize winner, who will receive a “GRAND” (\$1,000 value) of Downtown Traverse City gift certificates. The announcement will be made by the Pavilions and TV 9&10 on National Grandparents Day, September 13th, 2020. Funds generated from the voting will be utilized to support the “Greatest needs” Fund for residents of the Grand Traverse Pavilions during the pandemic. For information on this event please visit the links below:

EVENT Page on Facebook: <https://www.facebook.com/events/1000208110403328/>

VOTE/DONATE on the Pavilions Web Site : <https://www.gtpavilions.org/vote-make-it-grand/>

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### **About Grand Traverse Pavilions**

[Grand Traverse Pavilions](https://www.gtpavilions.org) is the region’s first and only nonprofit Continuum of Care. Providing services for more than 300 residents and 100 daily program participants, Grand Traverse Pavilions is a community of caring and innovation primarily for our region’s low-income seniors, with Wellness Center programs for the entire community. Grand Traverse Pavilions has received Nursing Care Center accreditation by the Joint Commission along with Post-Acute Care and Memory Care certifications. A recipient of the Governor’s Quality Care Award, The Pavilions is owned by Grand Traverse County and governed by the Grand Traverse County Department of Health and Human Services Board. Learn more about Grand Traverse Pavilions by visiting [www.gtpavilions.org](https://www.gtpavilions.org).