

## MEDIA RELEASE

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### DATE

Thursday 19 September 2024

### **United Way Glenelg Unveils "Celebrating Community Wisdom" with Red Carpet Premiere and Innovative QR Code Initiative**

In celebration of the 10th anniversary of the Lewis Court Fund, United Way Glenelg is proud to announce the launch of "Celebrating Community Wisdom", a heartfelt project honouring five older residents whose significant yet often overlooked contributions have enriched Glenelg Shire in education, arts, sports, disability advocacy, and diversity.

The initiative will kick off with a Red-Carpet Premiere at Casterton Youth HQ on Tuesday 1 October from 2.30 PM to 3.30 PM. Community members are invited to walk the red carpet, enjoy light refreshments, and be among the first to view the five professionally produced short films by Powerhouse Productions that capture the inspiring personal stories of the honoured individuals.

In an innovative effort to foster greater community involvement, cafes across Glenelg Shire will feature 5 unique QR codes on takeaway coffee cups. Coffee enthusiasts can scan these codes to access the inspiring films of one of the five stories, seamlessly integrating moments of reflection and appreciation into their daily routines.

"We were overwhelmed by the community's response when we called for nominations of deserving older residents," said Nicole Carr, Executive Officer of United Way Glenelg.

"This project not only honours their contributions but also brings their stories directly to the people through accessible and creative means."

The names of the recipients have been kept "under wraps" and will be unveiled at the start of Seniors Week on Tuesday 1 October.

These videos will recognise the invaluable contributions that older individuals have made through lifelong volunteering and community service.

"By highlighting their stories, we not only celebrate their past contributions but also inspire future generations to continue these worthy traditions," Ms Carr added.

Moreover, delving into the vibrant life experiences and cherished values of these respected community members offers us a unique insight into the rich tapestry of our local history and social heritage.

"This project will serve as a living library, preserving these oral histories in digital form, which is accessible and engaging," Ms Carr explained.

"We believe this initiative will seamlessly integrate moments of reflection into everyday life," said Ms Carr.

"By simply enjoying a cup of coffee, community members can connect with these remarkable stories."

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The films will also be shared on social media channels and showcased at various senior events throughout the shire, ensuring that the wisdom and experiences of these remarkable individuals reach a wide audience.

“Celebrating Community Wisdom serves as a testament to the Lewis Court Fund's ongoing commitment to recognising and uplifting the community's unsung heroes.” Stated Ms Carr.

“By supporting initiatives that honour and involve our senior residents, the fund continues its mission of enhancing the well-being of older people within Glenelg Shire.”

### About the Lewis Court Fund

Lewis Court Home for the Aged Inc was built over many years with funding from public appeals, war bonds, The Gold Raiders Club, local service clubs, donations, and Federal Government grants, allowing for its expansion and growth. However, with the establishment of a new state-of-the-art aged care facility just five blocks away on the same street, it became evident that Lewis Court Home for the Aged was no longer a viable option for residents. Expressions of interest were sought from the community on how best to utilize the assets, and the property was eventually sold to Dhauwurd-Wurrung Elderly and Community Health Service Inc.

The legacy of Lewis Court Home for the Aged continues through the Lewis Court Fund. In 2013, United Way Glenelg was selected as the custodian of the funds from the sale of the Lewis Court facility. In accordance with the wishes of the Lewis Court Board, the capital amount is preserved for future generations, with United Way Glenelg investing the money safely and responsibly.

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