

December 8, 2020

Press Release: Launch of Project We Are All In This Together

For immediate release

Montreal, December 2020

“We're All In This Together” is a collaboration between the [English Language Arts Network](#) and Seniors Action Quebec, and a community initiative to reach Quebec’s English-speaking seniors during the COVID-19 pandemic. We are creating a webserie for seniors to help them battle isolation and fear during these difficult times. These bi-weekly episodes, directed by Montreal-based, award-winning filmmaker Bobbi Jo Hart, are going to feature entertainment, activities and conversations designed to reach out to those in need of support and remind them that we are, indeed, all in this together.

For the next nine months, we will be releasing 18 episodes that will be easily found on [YouTube](#) and [Facebook](#) for anyone who wants to enjoy them. Even if you aren’t a senior but you know one, watch the series together! The first episode, Holiday Baking: Making Sugar Cookies with Hainya & Linda, will be live this Friday, December 11 at 4PM. You will be able to watch it [here](#).

“We are so happy to be able to bring some much needed entertainment and support from amazing Quebec-based artists to our seniors” says Vanessa Herrick, Executive Director at Senior Action Quebec. “We have all been through a difficult time and it is more important than ever to pull together and make sure that our loved ones know that even if we can’t be with them, we are all in this together, and they are not alone.”

This is also a great opportunity to take a moment and make sure that the seniors around you are able to access the internet and take advantage of all of the online resources out there for them.

Episode 1:

Holiday Baking: Making Sugar Cookies with Hainya & Linda

The first episode of "We're All In This Together" takes viewers into a Montreal family kitchen, with grandmother Hainya. Wiseman and her daughter-in-law Linda, as they show viewers how to make holiday sugar cookies. They discuss personal challenges and coping mechanisms during the pandemic while they share a light-hearted and heartwarming approach to baking cookies in holiday, Hanukkah and Christmas shapes. If you are

curious to find out what sugar cookies have to do with a soufflé hairstyle, don't miss this uplifting kick-off to the web series!

Episode 2:

Holiday Concert Special at Martha Wainwright's intimate venue **Ursa**

From Christmas and Hanukkah classics to inspirational original songs interpreted by Quebec artists, the second episode of "We're All In This Together" is a holiday concert in Martha Wainwright's intimate venue Ursa, located in Montreal's artistic Mile End neighbourhood. Performances include Grammy Award-winning jazz artist Jennifer Gasoi, gospel, jazz and soul infusions by Juno Award-winning singer/songwriter Dawn Tyler Watson, Oscar Peterson Award-winning jazz singer Susie Arioli and upbeat Celtic tunes by the prolific Solstice Trio.

CONTACT

Publicist

Sarah G. LaForce

ABOUT

Seniors Action Quebec works to maintain and enhance the vitality of English-speaking Quebec seniors. All efforts will identify and address challenges and issues to promote a healthy and active lifestyle for English-speaking seniors.

The English Language Arts Network (ELAN) is a meeting place for English-language artists and cultural workers of all disciplines from every region of Quebec, where they can share expertise and resources, build audiences and alliances, seek support, advocate for their interests, and make common cause with the Francophone arts community.