

Aviva Raises Over \$275,000 and Announces New Security Initiative at Celebration Honoring Community Leaders

FOR IMMEDIATE RELEASE

March 20, 2023, Sarasota, Florida. Aviva Senior Living (Aviva) hosted its annual *Eight Over 80* event on Sunday, March 12, 2023, at Michael's On East. With a theme *Youthful at Heart*, the 325 guests celebrated the ongoing accomplishments of this year's distinguished Honorees David Chaifetz, Rifka Glatz, Dr. Larry Haspel, Carole Kleinberg, Fran Lambert, Ellis & Bernice Lasberg, Bunny Skirboll, and Anne Virag.

"It was a privilege to recognize our 2023 Honorees," said Aviva President and CEO, Jay Solomon. "They all share Aviva's commitment to a strong and safe Jewish community, and their ongoing life's work was celebrated by all in attendance," he added.

In addition to our Honorees and their families, guests included Congressman Vern and Sandra Buchanan, and representatives from several area businesses and non-profits.

Raising over \$275,00 to date from the event, Aviva also announced the launch of its *Safety, Security, and Preparedness* initiative to enhance and expand measures to address five areas: security and preparedness as a Jewish community; general security for our senior population; Act of God (like Hurricane Ian) events; accident preparedness; and cybersecurity.

"As a residential community for active seniors, our evaluation of ways that we can offer our residents and guests the safest possible experience while maintaining a welcoming campus is a top priority and will remain ongoing," Solomon continued. "Philanthropy will play a pivotal role in this initiative, and we appreciate the community's support," he added.

For more information, contact Karen Zelden, Chief Development Officer, at kzelden@avivaseniorlife.org or (941) 357-1609.

ABOUT AVIVA SENIOR LIVING

Located on a 27-acre, park-like campus and with a full range of social, recreational, and intellectual programming, Aviva provides active seniors an exceptional lifestyle. Offering diverse services as resident needs change including independent living, assisted living, skilled nursing, and memory care, Aviva has the distinction as the only Sarasota-area rental community that provides a full continuum of care.