# Media kit “From REtirement to PROtirement”

**We invite you to use the graphic and textual resources provided in this media kit to help us promote the “From REtirement to PROtirement” project of Section 3 of Réseau Résilience Aîné.es Montréal (RRAM).**

**Thank you for helping to spread the word!**

**The RRAM Team**

## Images provided

* 8.5 × 11 and 11 × 17 posters to print and display in your organizations *(The poster can be personalized with Acrobat or Canva and you can share your service offering by attaching it to the leaflet*s)
* 1080 × 1080 banner **for your Facebook page**
* Banner 800 × 150 **for emails**
* 1200 × 630 banner **for your website, newsletters or social media**
* Carousel ad for electronic bulletin boards in PDF and JPG

## Text templates

### Newsletter—Text 1

Every year in Montreal, thousands of people retire. To better support and inform future and new retirees, Réseau Résilience Aîné.es Montréal (RRAM) offers a free toolkit. This initiative aims to strengthen resilience, prevent social isolation and promote a successful transition to an active and fulfilling retirement.

Entitled “From REtirement to PROtirement,” this kit includes:

* Educational leaflets on crucial topics such as planning for this life transition, the benefits of group physical activity, and social engagement and volunteering.
* A poster that can be downloaded in two formats.
* A visual for electronic bulletin boards and web banners.

An English version is also available.

For more information, refer to the toolkit available here: [https://resilienceaineemtl.ca/avancees/planifier-pour-demeurer-socialement-actif-au-quotidien/](https://can01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fresilienceaineemtl.ca%2Favancees%2Fplanifier-pour-demeurer-socialement-actif-au-quotidien%2F&data=05%7C02%7Ccaroline.cejka.ccsmtl%40ssss.gouv.qc.ca%7Cd71e69fac6d341c9b66f08dd301d35da%7C06e1fe285f8b4075bf6cae24be1a7992%7C0%7C0%7C638719624230598395%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=h%2FWzzB5qdGRGCTo3PfruuIzQV29t3uVsgmT9T%2Fp%2FWcY%3D&reserved=0).

The website also features valuable resources from specialized organizations, as well as opportunities for social participation in the greater Montreal area.

*RRAM is the result of the mobilization and collaboration of eight Montreal organizations that play an important role in the lives of seniors. The Direction régionale de santé publique (DRSP) of Montreal oversees the coordination of the development committee. Together, these organizations are committed to strengthening the resilience, inclusion and social participation of Montreal seniors.*

### Newsletter—Text 2

Réseau Résilience Aîné.es Montréal, in collaboration with the Direction régionale de santé publique (DRSP) of Montreal, presents its new information leaflets as part of the project “From REtirement to PROtirement”

View the leaflets here

These leaflets emphasize the importance of proper retirement planning to maintain, diversify or enrich one’s social activities. This facilitates the transition to this new stage of life.

They show how certain social activities, such as group physical activities, volunteering and social entrepreneurship, promote physical, cognitive and mental well-being.

**Other leaflets will be available soon! They will cover topics such as:**

* The role of grandparents
* The transition to reduced mobility (less driving, loss of driving license)
* Bereavement
* Change of living environment and moving to a new home
* Care support for familly and friends (caregiving)

This project has been designed by Barbara Fillion, occupational therapist, and Paule Lebel, doctor specializing in public health and preventive medicine, in collaboration with several community organizations, such as the Volunteer Bureau of Montreal (VBM), Présâges, Little Brothers and the Association des grands-parents du Québec.

### Text Box—Text 3

### **Discover the “From REtirement to PROtirement” info sheets**

Réseau Résilience Aîné.es Montréal, in collaboration with the DRSP de Montréal, presents its new information sheets for a smooth transition into retirement. They cover group physical activity, volunteering, social entrepreneurship and the role of grandparents in preserving health and strengthening inclusion.

**Stay tuned, as more leaflets will be coming soon, covering topics such as grief and** The transition to reduced mobility (less driving, loss of driving license)

View them here— A project carried out by experts and community partners.

### 

### Facebook—Text 4

How to prepare for retirement. There are many ways for you to stay active and involved in your community!

Whether through group physical activities, volunteering, being a grandparent or even social entrepreneurship, there are several ways to give meaning to this new chapter in your life.

Would you like to learn more about the different forms of social participation in retirement?  
👴🏾 🧓🏽 👵🏼  
  
Take a look at our leaflets. Click here to download and share them! 👇

<https://resilienceaineemtl.ca/volets/planifier-pour-demeurer-socialement-actif-au-quotidien/>

### Facebook—Text 5

Retirement means much more than merely leaving the labour market. It’s a new phase full of opportunities! Our information sheets will guide you through this transition by offering practical advice and valuable resources so that you can:

✅ Stay active: volunteering, social entrepreneurship, community involvement… find your path!  
✅ Build meaningful relationships: the role of grandparents, intergenerational communication and the importance of social ties.  
✅ Care for yourself: physical health, mental well-being and cognitive stimulation.

📖 Find out how to make your retirement a dynamic and fulfilling new chapter! 👉 <https://resilienceaineemtl.ca/volets/planifier-pour-demeurer-socialement-actif-au-quotidien/>

### Facebook—Text 6

💡 Retirement: a new chapter to be written! ✨

Make the most of this period to ensure it is synonymous with well-being and personal fulfillment. Our information sheets offer you practical suggestions for:

👫 Maintaining an active and involved social life   
💼 Exploring volunteer work or social entrepreneurship   
🧘‍♂️ Ensuring good physical and mental health   
👨‍👩‍👦 Navigating your role as a grandparent with ease

📌  Don’t leave your retirement to random chance, make it an enriching adventure! Download our information sheets: 👉 <https://resilienceaineemtl.ca/volets/planifier-pour-demeurer-socialement-actif-au-quotidien/>