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RoyalOakPatch

American House Senior Living Communities Celebrates Annual Holiday Hope For Seniors

Tree lighting ceremonies at 25 communities, including Royal Oak, to benefit seniors in need.

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An American House Community resident hangs an ornament from last year's Holiday Hope for Seniors event on the building's Christmas Tree last year. American House

Photos

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Twenty-five [American House Senior Living](#) Communities across Michigan, including Royal Oak, will celebrate the fourth annual *Holiday Hope for Seniors* campaign, beginning with a community-wide tree lighting ceremony on Thursday, November 29, from 5 p.m. – 8 p.m.

[For a complete list of American House Senior Living Communities and their addresses, click here.](#)
All are welcome.

Beginning at the tree lighting events and throughout the holiday season, paper ornaments will be sold at every American House location, with 100 percent of every donation going directly to senior citizens in need this winter. Donations will range from \$5 to \$20, but any amount will be greatly appreciated.

The *Holiday Hope for Seniors* campaign began with ideas from residents at local American House communities wishing to help their less fortunate neighbors: seniors helping seniors. Coupled with a charitable spirit and festive holiday music, 25 American House communities will set aside time to light their giving tree, and begin efforts to provide 710 local senior citizens with basic necessities like soap and toothpaste this winter. Since its inception, the *Holiday Hope for Seniors* program has helped more than 650 seniors in need, including 350 seniors last year alone.

The campaign is run by the nonprofit organization American House Foundation. Founded in 2007, the foundation's mission is two-fold; investing in outreach for older adults in need of assistance, and investing in research opportunities through a partnership with the Institute of Gerontology at Wayne State University. Proceeds raised during fundraising initiatives like *Holiday Hope for Seniors* do not go toward American House residents themselves, but rather senior citizens in need, identified by partner nonprofit organizations.

This year, the program has partnered with Lighthouse of Oakland County, The Senior Alliance, The Information Center, Adult Well-Being Services, and The Luella Hannan Memorial Foundation to identify 710 seniors in need of personal items this holiday season, and hopes to raise \$50,000.

"Each year, the scope of *Holiday Hope for Seniors* becomes bigger, and the impact becomes more noticeable," explains Rob Gillette, Chief Operating Officer of American House. "We are excited about the opportunity to provide dignity and hope for senior citizens outside of our own American House walls, and help individuals in the community."

Special thanks to *Holiday Hope for Seniors* corporate sponsors REDICO, CONTINUUM, Spectrum Home Care, ColeTaylor Mortgage, The Medical Team, Stokas Bieri Real Estate, National Wholesale Printing, and Proforma.

Source: American House

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