

**From:** [GenWell](#)  
**To:** [Council](#)  
**Subject:** [Spam] Barb We need your support to build a more connected community where people thrive!  
**Date:** July-23-24 5:08:58 AM

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Dear Mayor Desjardins,

We need your support to build a more connected Canada, one community at a time. As a leader, you understand the importance of a thriving, connected community.

Post-pandemic, many residents feel isolated, leading to significant physical and mental health issues, as well as incivility and further polarization.

**Recent research from Canada's Social Connection Survey shows that 52% of Canadians feel lonely every week.**

By promoting GenWell Weekend, you can play a crucial role in improving your community's well-being, fostering unity, and reducing the negative impacts of social isolation.

#### **What is GenWell Weekend?**

GenWell Weekends are bi-annual events designed to encourage Canadians to connect face-to-face, enhancing happiness and health. This initiative provides an excuse, reminder, and permission for people to reconnect with others.

#### **How You Can Get Involved:**

- ☐☐☐ **Proclaim GenWell Weekend:** Declare September 20th-22nd as GenWell Weekend in your community to raise awareness about loneliness and promote human connection.
- ☐☐☐ **Share the Message:** Inform local business, campus, and community leaders about GenWell Weekend and encourage their participation.
- ☐☐☐ **Show Your Support:** Record a short video message supporting GenWell Weekend to inspire other leaders to join the movement.
- ☐☐☐ **Friendly Challenge:** Engage in a fun challenge with another community to see who can inspire more connections.

### **Toolkits for Action:**

We've prepared toolkits to help you plan and promote meaningful connections in your community:

- [Community Toolkit](#)
- [Business Toolkit](#)
- [Classroom Toolkit](#)
- [Media Toolkit](#)

**Learn More:** For more information, visit [GenWellWeekend.org](http://GenWellWeekend.org).

**Connect with Us:** To discuss your participation with our founder & CEO, please reach out to [Jennifer@GenWellProject.org](mailto:Jennifer@GenWellProject.org).

**Register Now:** Registration opens on **August 20th** at [www.GenWellWeekend.org](http://www.GenWellWeekend.org). Register your plans and enter to win prizes from GenWell partners.

Together, we can build a more connected Canada where everyone thrives.

Thank you for your support.

***Be GenWell,***

***Pete Bombaci***  
***Founder & CEO***  
***GenWell***



The GenWell Project, 1039 Spadina Road, Toronto, Ontario

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