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PRESS RELEASE  
FOR IMMEDIATE RELEASE

## The MRC d'Argenteuil launches a radio campaign aimed at seniors

**Lachute, April 1, 2020** – The MRC d'Argenteuil has called on Roland Richer and Peter Haldimand, two senior citizens who are well known in the community for their longstanding commitment and involvement, to record messages on local radio reminding people aged 70 and over of the importance of respecting public health guidelines to stop the spread of COVID-19.

Starting April 1, 2020, listeners of WOW Radio 104.9 and 102.1 will hear the voices of Roland Richer in French and Peter Haldimand in English at different times of the day. The content of the messages is based on telephone recordings by actress Dominique Michel and former news anchor Bernard Derome, launched by the Government of Québec to reassure seniors and encourage them to follow the recommendations for self-isolation. The MRC d'Argenteuil has taken the initiative to support this strategy, giving it a local flavour with the help of influential citizens. It should be noted that Mr. Richer and Mr. Haldimand are practicing what they preach by recorded the messages from their homes, in full compliance with the confinement guidelines!

The MRC d'Argenteuil sincerely thanks Mr. Richer and Mr. Haldimand for eagerly and enthusiastically agreeing to the request. They were chosen because of their active involvement in the community, their prominence and their capacity to raise awareness among their peers. Mr. Richer is well known in the education community and was a school principal for many years. He is the co-founder of Fondation Espoir Jeunesse Argenteuil, an organization offering resources to young people with mental health problems. Mr. Richer also left his mark on politics, serving as MNA for Argenteuil from 2012 to 2014. Mr. Haldimand was highly involved in the education sector, notably as chairman of the Laurentian School Board, and has been president of the Le Hibou Blanc Snowmobile Club for many years. He has also worked with local youth through the Lachute Minor Hockey Association. Mr. Richer and Mr. Haldimand both sat on the Board of Directors of the Argenteuil Hospital Foundation.

The MRC d'Argenteuil is particularly attentive to the well-being of its senior population, as evidenced by its Family and Seniors Policy, adopted in 2016, and its active participation in many initiatives and organizations dedicated to seniors. The warden of the MRC, Scott Pearce, pointed out the singular context of Argenteuil, whose population includes a large number—almost 5,000—of people aged 70 and over, a proportion that is well over the provincial average.

The MRC d'Argenteuil now invites the region's seniors to follow the valuable advice provided by Mr. Richer and Mr. Haldimand. To hear the radio messages, the public can tune in to 104.9 or visit the Coronavirus (COVID-19) section of the MRC's website, [argenteuil.qc.ca](http://argenteuil.qc.ca).



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**Source :** MRC d'Argenteuil

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