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A FEATURE DOCUMENTARY AND SOCIAL IMPACT CAMPAIGN

February 6, 2014

## ANY PLANS FOR FAMILY DAY?



Dear Friends,

Family day is just around the corner and we want to do something special! Help us spread our intergenerational movement today by tweeting:

*Spread the intergenerational love for [#FamilyDay](#): teach a family member a new cyber-skill & share a pic @CyberSeniors <http://bit.ly/1exL2sT>*

### The #FamilyDay Campaign

Starting today through February 17th, we invite people to:

- Teach an older family member a new cyber-skill! Nothing is too small. Show them how to navigate Google Earth for the first time, or even get them to take a selfie! Then, post a photo on social media sharing your experience. Use the hashtag [#FamilyDay](#) and share it with us on Twitter [@CyberSeniors](#) or Facebook [@Cyber-Seniors Documentary](#).

Or:

- If the older adults in your life are already tech-savvy, send them an email, instant message or text congratulating them on being a cool, tech-savvy Cyber-Senior! Screencap and post their response on social media. Use the hashtag [#FamilyDay](#) and share it with us on Twitter [@CyberSeniors](#) or Facebook [@Cyber-Seniors Documentary](#).
- Not on Facebook or [Twitter](#)? No problem. You can always email your photo to [info@cyber-seniors.ca](mailto:info@cyber-seniors.ca) and we'll add it to our [Family Day Facebook album](#).

The best photos will be featured on our [website](#) and [Facebook Page](#). Be sure to check them out!

We will retweet all posts!

Family day takes place on February 10th in BC, and February 17th for the rest of Canada. Let's get started!

With all our humble thanks,

***The Cyber-Seniors Team***

P.S. A big thanks to all of those who supported our Sneak-Preview Screening in Peterborough!

**Update:** A second screening of Cyber-Seniors has been added to the Victoria Film Festival! Director Saffron Cassaday will be in attendance following the screening for a Q&A. Join us Feb. 15th at 4:00pm at The Vic Theatre. Get tickets here: [Box Office - Victoria Film Festival](#).

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