



--- For Immediate Release ---

ONCE AGAIN, CITY GRANT EMPOWERS CONNECTED CANADIANS TO ASSIST OTTAWA SENIORS WITH REMOTE TECHNOLOGY SUPPORT

May 10th 2021, Ottawa

Connected Canadians (CC) is thrilled to announce that for a second consecutive year they have been awarded a City of Ottawa grant for economic development. This furthers CC's core mission to empower Canadian seniors with technology training, enabling them to increase their reach during the ongoing coronavirus pandemic.

With this new funding, CC will run a comprehensive mentorship training and employment program between now and November 2021, as the coronavirus pandemic continues to highlight the need for access to technology for all demographics. The objective of this grant is to hire and train paid technology mentors who are new immigrants to the Ottawa region, developing their digital mentorship skills and providing employment opportunities while serving CC's senior clients. The technology mentors will benefit from the cultural awareness and conversational practice opportunities that come from their interaction with clients, while clients feel a sense of pride and connection in helping to welcome newcomers into the community.

Established in January 2018, Connected Canadians was founded to connect seniors in need of digital skills support with free technology training and support, via highly skilled technology mentors. The federally incorporated organization assists hundreds of Canadian seniors each month, entirely remotely.

For this funded remote mentorship program, new immigrants were prioritized due to their resourcefulness, adaptability, and language skills to ultimately help address senior isolation in diverse demographics while at the same time addressing employability barriers faced by immigrants when beginning their careers in the Canadian job market.

Once they have completed the two-week training program, three separate groups of CC mentors will be made available to senior individuals who request remote technology assistance. Mentors selected for training are required to have their own laptop (equipped with a video camera and mic) as well as access to a reliable internet connection.

The anticipated outcomes of this program are two fold, as CC will be able to empower a larger number of clients with free technology training, and the technology mentors will be able to further develop their professional skill set and community connections to advance their future careers.