



**Diversecities™**

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## *BACKGROUND*

DIVERSECITIES PROUDLY SERVES CALGARIANS FROM ALL AGES AND ETHNOCULTURAL BACKGROUNDS TO ACHIEVE SOCIAL MOBILITY SINCE 1978.

### Who we are

For more than 40 years, the Calgary Chinese Community Service Association (CCCSA) have helped at least 50,000 Calgary residents to increase their social mobility, and we have officially transformed on Jan. 15 to Diversecities to continue to serve the Calgary communities.

### What we do

We focus on helping those in need with economic integration, social connection, learning, and well-being by providing specialized programs and resources to build one inclusive and diverse community.

### Our Goal

At the start of this new journey, Diversecities will aim to connect the communities, improve social mobility, and support those in need to build



# Diversecities<sup>TM</sup> Fact Sheet



IS THE CHINESE CHARACTER THAT STANDS FOR "PEOPLE." WITH EIGHT OF THEM (WHICH IS THE LUCKY NUMBER IN CHINESE) IN OUR NEW LOGO, WE HOPE FOR THE BRIGHT FUTURE AND A SUPPORTIVE AND DIVERSE COMMUNITY.

## YEAR 1978

WE HAVE BEEN SERVING CALGARY AS THE CHINESE CALGARY COMMUNITY SERVICE ASSOCIATION FOR MORE THAN 40 YEARS.

WE HAVE PROVIDED

**250,000**

**VOLUNTEER  
HOURS**

WE CURRENTLY OFFER

**24**

**YOUTH, SENIOR,  
LANGUAGE, AND  
COMMUNITY INTEGRATION  
PROGRAMS**

WE HAVE HELPED

**50,000**

**Calgarians**

## DURING THE PANDEMIC, WE GAVE OUT



**2 TONS OF RICE**



**HUNDREDS OF MASKS**



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## ***Media Release***

For Release on Feb. 25, 2021

### LOCAL COMMUNITY SERVICE CENTRE REACHES MORE AUDIENCE IN NEED THROUGH WEBINARS

Diversecities hosts its first webinar after re-branding in partnership with Osteoporosis Canada to provide information in English, Mandarin and Cantonese.

Calgary, AB – More than 150 participants from different provinces attended an online seminar provided by a local community organization after its name change to reach more people in need.

On Jan. 15, the Calgary Chinese Community Service Association transformed into Diversecities to continue with its mission to support people from all ethnocultural backgrounds with resources and build an inclusive community.

To its surprise, the first time Diversecities hosts an online seminar had about 200 people register from Alberta, Manitoba, and Saskatchewan. Many new audiences knew about the event through friends and families who were already getting regular newsfeed from CCCSA.

“We are honored to see that our services can help more people who weren’t able to attend

similar workshops,” said Diversecities’ co-board chair, Norman Poon.

“The transformation, including our name change in English, is to emphasize the inclusiveness, and we think we are off to a very good start on the new journey,” said Diversecities’ CEO, Dr. Josephine Tsang.

“It’s important to get educated. We are happy that people who have a language barrier are able to access the important health information,” said Marry Lee, the spokesperson from Osteoporosis Canada.

Diversecities was founded in 1978 as the Calgary Chinese Community Service Association and rebranded into Diversecities in January 2021. Throughout its history, CCCSA has provided 250,000 volunteer hours and helped more than 500,000 youth, senior, and new comers to increase their social mobility and gain access to essential resources.

Osteoporosis Canada has been dedicated to educate, empower and support individuals and communities in the risk-reduction and treatment of osteoporosis. It is the first and only national organization that not only provides information but also invest intensively in research to reach a Canada without osteoporosis fractures.