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Northwood Joins Oculus' Creators Lab to Create a Virtual Reality Film about its Community



L-R: Ashley Gallant, Katrina Sorrentino and Andrea Patiño with one of Northwood's robotic therapy cats at the Creator's Lab Summit earlier this month.

Halifax, N.S. / June 18, 2018 - Northwood has been selected by Oculus as one of six not-for-profits from around the world to participate in their Creator's Lab program. Northwood has been paired with rising content creators, Katrina Sorrentino and Andrea Patiño and will assist the filmmakers as they make a virtual reality film set at Northwood.

Oculus is an American tech company specializing in virtual reality and is owned by Facebook. Now in its third year, Oculus' VR for Good teams up creative individuals working in the fields of 360° film and immersive media with international

organizations that strive to shed light on important issues facing our global society.

"We're thrilled to have been chosen to participate in this prestigious program," says Janet Simm, Northwood President & CEO. "We have already started working with the filmmakers and are looking forward to creating a film that will challenge the perceptions many people have about seniors and showing how our community is living more."

Earlier this month, Ashley Gallant, Communications Specialist at Northwood travelled to the Facebook Campus in Silicon Valley to begin this project and participate in the Creator's Lab with filmmakers, Katrina and Andrea. Over the next year, Northwood will assist the filmmakers in the creation of a short virtual reality film showcasing on the Northwood community. The film is sponsored by Oculus.

More information about this year's VR for Good Creator's Lab and the participants can be found here:

<https://www.oculus.com/blog/vr-for-good-introducing-our-2018-creators-lab-participants/>

About Northwood

Since 1962, we have led the way as Nova Scotia's most dynamic continuing care organization committed to innovation and change. We are the largest not-for-profit continuing care organization in Atlantic Canada and are recognized both here at home and across Canada as an extraordinary example of the power of social justice, but we like to call it the power of love! When life changes, and society changes, Northwood leads the way, incorporating revolutionary designed, responsive care. From new ideas to new technologies, we are empowered to do this, because our focus is on people, not on profit margins.

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