



FOR IMMEDIATE RELEASE

AMINTRO IS HELPING ADULTS 50+ COMBAT THE IMPACT OF SOCIAL ISOLATION DURING COVID-19 PANDEMIC AND BEYOND

Online Platform Minimizes the Impact of Social Distancing, Reducing Loneliness and Supporting Mental Health

(Toronto, ON) March 19, 2020 – Toronto-based startup **Amintro**, the social platform and hub exclusively for those 50+ and their network, is stepping up to amplify its efforts to combat loneliness and social isolation as the COVID-19 pandemic forces people globally to stay at home and increase social distancing. **Amintro's** platform brings people together for community and resources, connecting them to information, products and services for inspired living.

With a pandemic sweeping the globe and world leaders encouraging people to stay at home and practice social distancing, adults 50+ are more vulnerable than ever to the effects of isolation and the health declines that go along with them. The number of 50+ adults experiencing loneliness is set to reach two million by 2025, a 49% increase from 2016 levels*. With some in self isolation or quarantine, this rate increases as they become restricted to their home. COVID-19 is making it even harder for older adults to stay active as they are more at risk of serious illness due to the virus. As such, simple activities like playing cards with friends, picking up groceries and medication are being minimized.

Amintro is encouraging the community around them to do their part and check in on the older adults in their neighbourhood. With a [printable card](#) that can be left in the mailbox, the receiver is provided contact info and a list of options for help that is available to them (grocery pick up, a friendly phone call, posting urgent mail, etc.) all with no in-person contact to minimize their exposure to those that may have the virus, yet letting them know they are not alone. Amintro has also launched [Amintro Connects - a free FB group](#) where adults 50+ and those that care about them can connect to share thoughts, questions, experiences, ideas, and so much more. Amintro recognizes that older adults need their community more than ever and is welcoming those under 50 who may have a parent or loved one they're concerned about to join the group for greater sharing of resources. **Amintro Connects** will be keeping the group updated on the latest news

related to the pandemic that affects older adults, like special shopping hours offered in retail stores for those most at risk, ideas to stay entertained while practicing social distancing, recipes, Netflix watch party updates and provide an opportunity for members to connect with local community groups near them that can support them during this time of need.

“Aminthro was built on the idea that adults 50 and beyond are happier and healthier when connected to their community around them. Now more than ever, they are in need of extra steps to ensure the impact of social distancing doesn’t lead to more serious health implications,” said **Charlene Nadalin, CEO & Founder of Aminthro**. “We are making sure our members feel supported, educated and most importantly, not alone during these challenging and isolating times. We are all in this together and by supporting each other, we will get through this together.”

Launched in 2018, **Aminthro** has been featured on *Breakfast Television*, *Zoomer Magazine*, *Mobile Syrup* and *MSN*. It’s the fastest growing social platform and resource for adults over 50 to connect with each other and for resources on topics that include lifestyle, health and wellness, activities, travel, bucket list experiences, style and money curated for their demographic.

* Source: Age UK 2018, *All The Lonely People*

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About Aminthro

Aminthro is a social platform and information hub exclusively for those 50+ and their network. The platform & companion app brings people together for community and resources, connecting them to information, products and services for inspired living. Aminthro members can connect to other like-minded users within their local area, which helps to combat loneliness and social isolation that is often faced in the aging population. Aminthro is available online and on the App Store and Android devices. For more information and to register, visit [Aminthro.com](https://aminthro.com). Download the app on the [App Store](https://apps.apple.com) and [Google Play](https://play.google.com).

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