

# PSR The Advocate

NEWSLETTER

**Piedmont Senior Resources Area Agency on Aging, Inc.**  
www.psraaa.org • July 2025

## **A DAY OF JOY, GAMES AND COMMUNITY AT THE PSR SENIOR CARNIVAL**

*Held Friday, June 13, at the Farmville Moose Lodge*

On Friday, June 13th, Piedmont Senior Resources hosted a very special Senior Carnival—a day created just for fun, laughter and appreciation for the wonderful seniors who attend PSR's Friendship Cafés across the region.

More than 80 seniors gathered at the Farmville Moose Lodge to enjoy a lively day of classic carnival games including Ring Toss, Lucky Ducks, Fish Bowl Toss and the fan-favorite Dunk the Director, where participants took turns dunking Geoff Angle, PSR's Nutrition and Transportation Director.

"Seeing the smiles on everyone's faces made it all worth it," Angle said. "It was an honor to be dunked if it meant bringing a little extra joy to our seniors' day."

Guests were treated to lunch by Piggin' Out Catering, with a dessert spread donated by PSR Site Coordinator Kianna Johnson and Walmart of Farmville.

Laughter filled the air as old friends reunited, new friendships formed and everyone took time to simply enjoy the moment.

"The carnival was a heartfelt 'thank you' to our seniors—and a reflection of the care and appreciation we have for every one of them," PSR Nutrition Program Coordinator Nikki Dean said.

"We wanted to give them a day that felt special, something that was just for them," Nutrition Program Assistant Cristen Groseclose added. "Their laughter and energy were contagious—it was such a rewarding experience for us all."

Thank you to all those who helped bring this special day to life. Here's to many more moments of joy, connection and celebration with our senior community!



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### PSR PET FOOD DRIVE AND PET WALK ARE A HUGE SUCCESS!

Throughout the month of February, our community rallied together to support PSR's Pet Food Drive—an effort that's about much more than just pet food. Compassionate donors helped PSR's Pet Love Program continue its mission to keep low-income, homebound older adults and their cherished pets together, happy and healthy. Over 804 lbs. of pet food and litter was collected and was successfully distributed, providing approximately 1,209 pet meals to the pets of seniors in our community.

In addition to providing pet food through the Pet Food Drive, on May 10, Piedmont Senior Resources hosted its annual PSR "Petals & Paws" Pet Walk at Wilck's Lake Park to further benefit the PSR Pet Love Program, an event that brought the community and their pets together for a beautiful day of fun.

With 20 local vendors participating, guests enjoyed a vibrant marketplace and took part in a popular vendor scavenger hunt that added extra excitement.

Fantastic raffle items were generously donated by local businesses, and a silent auction featuring donations from local businesses, community members and PSR staff was held. These activities helped raise additional funds and brought enthusiasm to the event.

A highlight of the day was a heartfelt speech from Debra Gregory, Farmville resident and PSR Pet Love Program client. She shared how the program has provided vital support for her and her pets.

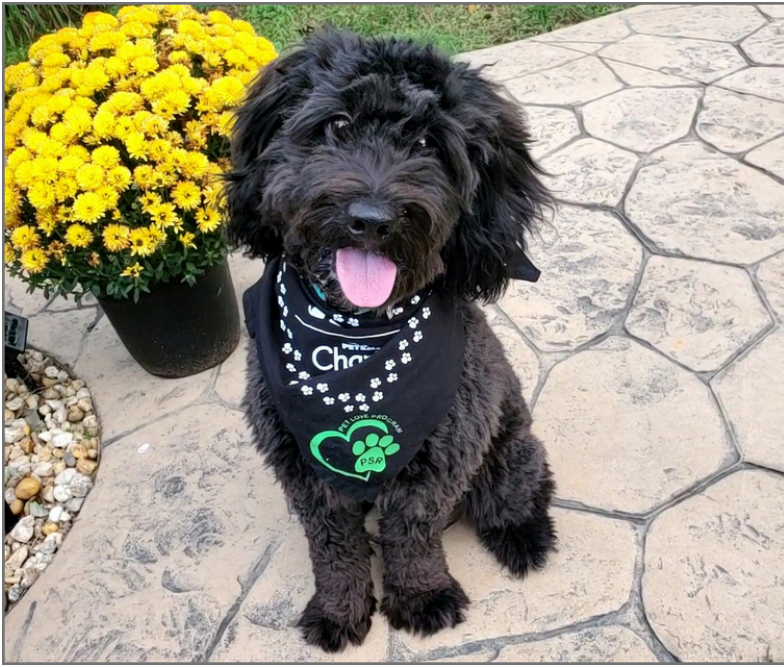
Thanks to the generosity of all involved, the event raised approximately \$6,500 to support the PSR Pet Love Program. This program provides pet food, supplies and veterinary care assistance to low-income and homebound seniors.

"I've seen firsthand how much joy and comfort these pets bring to our seniors and how essential they are to their wellbeing," Nikki Dean, PSR Nutrition Program Coordinator and head of the PSR Pet Love Program said. "Creating this event was my way of ensuring that PSR can continue to support the needs of seniors and their beloved furry companions. Our pets are family and when they're cared for, their senior owners stay healthier and happier. That's what the PSR Pet Love Program is all about."

The Pet Walk helped build new partnerships and secure additional sponsors to sustain the program's long-term success and was also featured on ABC 13 News segment "Living In The Heart of Virginia".

PSR is grateful to everyone who participated and supported this event that helps seniors and their beloved pets thrive together, especially our Gold Sponsors – Centra PACE of Farmville; Phoenix Hauling Operations, LLC; and Cumberland Animal Hospital – and our Diamond Sponsor through in-kind donations of pet food and supplies, Feed More. Make sure to be on the lookout for next year's event!





### PSR PET LOVE PROGRAM AWARDED \$7,500 GRANT FROM PETSMART CHARITIES THROUGH MEALS ON WHEELS AMERICA

PSR's Pet Love Program received a \$7,500 Meals on Wheels Loves Pets Storytelling Grant made possible by PetSmart Charities. This funding will support the growth of our PSR Pet Love Program, which provides critical services to keep local seniors and beloved pets together.

The grant will allow PSR to hire local photographers and videographers to capture meaningful stories and images of our clients and their pets. These materials will support fundraising and outreach efforts and help raise awareness of the vital role pets play in the lives of homebound seniors.

"For many of our clients, pets are not just companions — they're lifelines," said Nikki Dean, nutrition program coordinator and head of the PSR Pet Love Program. "We're so grateful for this opportunity to highlight the love and connection between our seniors and their pets."

PSR is honored to be one of a small number of organizations nationwide selected for this grant. Some of the stories captured may also be featured by Meals on Wheels America to raise national awareness of the importance of pet support programs.



**SAVE THE DATE**  
**2025 Great Duck Derby:**  
**Friday, September 12.**

Purchase a duck for a chance to WIN:

- Single Duck (1 ticket): \$5
- Quack Pack (5 tickets): \$25
- Flock (20 tickets): \$100

Prizes:

- 1<sup>st</sup> Place: \$1,000
- 2<sup>nd</sup> Place: \$500
- 3<sup>rd</sup> Place: \$250



All proceeds will benefit our community programs!



Piedmont Senior Resources Area Agency on Aging, Inc. earned \$5,880 by participating in the 2024-25 Subaru Share the Love® Event. Thank you to everyone who made this event a success!