

Public Invited to Support Marquis’ “Cupid Crew” Surprising Thousands of Quarantined Seniors with Valentine’s Day Cards to Ease Loneliness

Oregon’s Largest Provider of Senior Care Centers is Partnering with Consonus Healthcare, Wish of a Lifetime to #SendSeniorsLove in NW and across the Nation

PORTLAND, Ore. — Legend has it, when cupid’s magic arrow strikes the heart, someone falls in love. This Valentine’s Day, real life cupids enlisted by [Marquis](#), its sister company, [Consonus Healthcare](#), and the non-profit, [Wish of a Lifetime](#), will deliver love, honor and appreciation to some of the people most isolated by the pandemic—residents in senior care centers. Marquis is a fifth generation operator of 23 senior care facilities in the US; the largest provider of senior care in Oregon; and a national leader in advocating for senior health. Its Consonus Pharmacy was selected as a CDC “trusted and approved provider” of the COVID-19 Vaccine, and completed all vaccinations early, January 21.

Public Invited to Join the Cupid Crew Campaign

Marquis is inviting the public to join the [Girl Scouts of America](#) in hand crafting or purchasing Valentine’s Day cards and either mailing or delivering them to outdoor drop boxes at certain senior facilities.

“Let’s be honest, everyone could use a little more love right now and joining the Cupid Crew is easy and fun,” says Marquis Companies’ director of intentional culture, Amy Drahota. “Anyone, from school age children, to parents looking for a great art project for their kids at home, to other seniors, can feel the joy of reminding someone they are not forgotten. That in fact, the whole world is thinking of them.”



How to join the Cupid Crew

- By February 8, anyone can purchase or create a Valentine’s Day card, write an encouraging message inside and mail it to: Marquis Home Office, 4560 SE International Way, Ste 100, Milwaukie, Oregon 97222, OR they can deliver it to drop boxes outside Marquis Company facilities listed [on the Marquis Consonus site](#).
- Participants are encouraged to take a picture of the card and post to the following Marquis social media platforms, using the hashtag, #SendSeniorsLove. On Facebook: [@VitalLifeAMarquisAndConsonusFoundation](#), [@VirtuallyVital](#), [@MarquisCompanies](#). On Instagram: [@ChampionsofMarquisandConsonus](#)
- All of the information can be found [on the Vital Life Foundation site](#).

February 12, facility staff members, [donning red costumes and angel's wings](#), will hand deliver roses and cards to 11 thousand seniors in Oregon and across the country. The seniors live in centers either owned by Marquis or affiliated with its sister company, Consonus Healthcare, a rehab and pharmacy consultant for senior living centers.

A Simple Valentine's Day Card — "Never More Poignant Than This Year"



"Our goal is to collect as many Valentine's Day cards from the community as possible," says Drahota. "All of us understand the sting of loneliness and for many people, Valentine's Day is already a loaded holiday. For seniors during this pandemic, it's particularly painful. Not only are they the most vulnerable to COVID-19, but many are isolated from or have lost their life partners. Sending a simple Valentine's Day card has never been more poignant than it is this year."

Loneliness, More Dangerous Than Smoking 15 Cigarettes a Day

Studies show loneliness can inflict life-threatening damage.ⁱ An examination of data from a number of independent studies involving 300,000 people and led by Dr. Julianne Holt-Lunstad of Brigham Young University, found that a person's social connections greatly influence his or her health. Dr. Holt-Lunstad's analysis suggests that lacking social connection is as harmful as: smoking 15 cigarettes a day; being an alcoholic; never exercising; and more harmful than obesity.ⁱⁱ The good news — the support of neighbors, friends and family can boost chances of survival by 50 percent.

Since 2008, [Vital Life, a Marquis and Consonus Healthcare Foundation](#), has raised more than five million dollars to support programs that enrich the emotional well-being of seniors and staff living and working in senior healthcare. Among those programs, granting the wishes for thousands of seniors: guided trips to the nation's capital, introducing seniors to local youth to spark intergenerational connections, granting 'bucket list' wishes, and more. Cupid Crew is one of Vital Life Foundations many partnering programs.

About Marquis Companies

[Marquis Companies](#) provide post acute rehab, long term care, assisted living, home health care and memory care throughout its 23 facilities in Oregon, California and Nevada. The company is fifth generation, family owned and has operated for more than 30 years. Marquis Companies is passionate about promoting vitality in the lives of each client and staff member; treating the person, not the disease; and placing each individual's choices and experiences at the forefront of his or her care. For more information, visit [Marquis Companies](#).

About Consonus Healthcare

[Consonus Healthcare](#) is a fifth generation Company that for 30 years has provided rehab, pharmacy and consulting services designed specifically for the long term care industry. The Company's Consonus Pharmacy is a CDC "trusted and approved provider" of the COVID-19 Vaccine. Based in Portland, Ore., Consonus Healthcare serves more than 600 customers nationwide. The Company is part of [Marquis](#) which owns and operates 23 post-acute and assisted living services and an I-SNP, [AgeRight Care Management Services](#).

ⁱ <https://journals.sagepub.com/doi/abs/10.1177/1745691614568352>

ⁱⁱ <https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1000316>