



**Press release**  
**For immediate release**

**CCCBB Publishes Promotional Video for the 5th World Day for Grandparents and the Elderly (2025)**

**9 July 2025 - Ottawa** – The CCCBB Standing Committee for Family and Life, in collaboration with its Office for Family and Life, has released a [one-minute promotional video](#) to mark the fifth **World Day for Grandparents and the Elderly**, taking place on **Sunday, 27 July 2025**.

The CCCBB video illustrates the beauty of intergenerational relationships, portraying children engaging with their grandparents both digitally and in person, as well as spending time with “adopted grandparents” – seniors in their community welcomed as part of the family.

This annual observance was instituted by Pope Francis in 2021 and is celebrated by the universal Church on or near the liturgical Memorial of Saints Joachim and Anne, grandparents of Jesus. The theme, chosen by Pope Francis earlier this year, is “*Blessed are those who have not lost hope*” (cf. Sir 14:2).

The faithful are encouraged to view and share the video within their families, parishes, and communities, and to make use of the other resources made available to support the celebration of this Day.

**Resources:**

The video and related materials, including suggestions of concrete actions and activities for parishes and families can be found on the CCCBB webpage for the World Day for Grandparents and the Elderly 2025 at the following link: <https://www.cccb.ca/faith-moral-issues/family-and-life/grandparents-and-the-elderly/>

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