

Northwood ADULT DAY PROGRAM

Adult Day Outreach Resource - Northwood NWBC:

NWBC (Northwood Broadcasting) is Northwood's Senior Radio Station, airing 365 days a year! Listening is available from 10:00am to 12:00pm on Eastlink Television Channel 10 or 610HD.

Northwood broadcasting hosts will play a variety of music depending on the broadcaster. Music selections range from Country, Classical, Swing to Rock. Tune in regularly to find a musical genre that suites you.

NWBC began in 1987 and continues to be an important avenue for information and easy listening music for older adults in the community. All of the broadcasters are volunteers, who's programs reach over 30,000 homes across Nova Scotia, Prince Edward Island and parts of New Brunswick and Newfoundland.

Northwood has a deep connection to radio and the art of the spoken word. Northwood's founder Ed Roach had been tuning into a radio broadcast in the early 1960's which featured the lonely voice of a senior living a substandard quality of life. He was so moved by this heartbreaking story, he was inspired to create Northwood and to become a strong voice for seniors in Nova Scotia. Northwood is proud to continue Ed's journey, ever mindful of his passionate conviction for social justice and senior advocacy. As a not-for-profit organization, Northwood re-invests its surpluses back into a system of care that helps the community live more.

