**FOR IMMEDIATE RELEASE**

**65 Years of Organized Activities for Active Seniors in Los Altos/Mountain View**

CALIFORNIA July 7, 2023 — SIR, Northern and Central California's largest social club for active senior men, will celebrate its 65th anniversary on their Founders Day, Sunday, July 23rd.

Established in 1958, SIR's sole purpose is to bring together active seniors with diverse backgrounds and common interests. The club encourages its 9,000 members to participate in an array of well-organized activities like golf, bowling, hiking, biking, book clubs and wine tasting to name a few. Each branch hosts a monthly luncheon often with a professional speaker on topics of interest like the environment, AI, travel, health, science, and many other topics.

Notably, SIR holds the distinction of being the largest organization registered with the Northern California Golf Association with over 60% of its members participating in local weekly golf outings and state-wide tournaments.

There are over 85 non-profit branches individually registered with the State of California. Locally, Branch 5 (Mountain View), Branch 35 (Palo Alto/Los Altos) and Branch 51 (Los Altos Hills) collectively have over 400 members. They meet separately for lunch on either the first (Br 51), third (Br 35) or fourth (Br 5) Wednesdays of each month.

To learn more about SIR, its mission, and how to participate, watch the short video introduction at <https://youtu.be/J8U_Btkz5a0> or see the website [WeAreSir.com](https://wearesir.com/) where you can also send a message with your specific questions. Check out local branch locations and websites at [https://sirinc.org/branch-locations](https://sirinc.org/branch-locations/).

You can join a branch and help us celebrate 65 years of uniting in friendship and participation and embark on the journey to enrich the lives of senior men.