

2022 NATIONAL SPONSOR CONTENT FEATURE

NEWSPAPER AND DIGITAL

National Seniors Day



PUBLICATION DATE: Thursday, September 29
GET INVOLVED BY: Friday, July 1
PRINT/DIGITAL AD MATERIAL DUE: Thursday, September 22

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

National Seniors Day on October 1 provides a chance to appreciate and celebrate seniors and their valuable contributions to Canadian communities, workplaces and society. This special feature will explore the issues and challenges affecting Canada’s population over the age of 65 as well as highlight efforts for advancing outcomes for Canadian seniors and their families.

- Proposed topic highlights:**
- ADVOCACY & COMMUNITY** – Dedicated to boosting seniors’ participation and community outcomes.
 - HEALTH & WELL-BEING** – Advice for older Canadians for staying healthy and engaged.
 - TECHNOLOGY** – Enabling seniors to age in place and stay connected.
 - SUPPORT & CARE** – Support systems for allowing seniors to enjoy life to the fullest.

GET INVOLVED TODAY. CONTACT:
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Source: Comscore Media Metrix Multi-Platform, Jul-Sep 2020 (Q3) Average

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Source: Vividata Fall 2020, National, A14+

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