

'RETIREMENT & SENIOR LIVING' CAMPAIGN TO HIT NEWSSTANDS FRIDAY, AUGUST 8TH

ON August 8th, 2013 – Mediaplanet will publish a special 8 page section to the 440,000 readership of The Vancouver Sun, dedicated to helping the reader to prepare for and get the most out of their senior years.

Right now in BC, over 13% of the population is over 65 and, by 2031, this percentage is expected to reach 24%. With this rapidly increasing senior population, there is now more of a need than ever to raise awareness of the continuum of care available in BC.

This campaign will focus on educating both the adult child and their senior parents as to the wide array of choices available for those entering their golden years. The report will explain the benefits of each type of care, so that our readers can make an informed choice as to what is right for them.

We've partnered with some of the leading associations and thought leaders in the industry to provide the best insight possible, and they will also be publishing the report through their own distribution channels. Here's a summary of the organizations we are working with:

- BC Care Providers Association
- BC Senior Living Association
- CARP
- Canadian Mental Health Association of BC
- Senior Services Society

Tentative editorial synopsis:

- Welcome to your Golden Years: exploring new trends for seniors in British Columbia
- Debunking the myths of retirement communities: discovering different living options and choosing what is right for you
- Interviews with residents of retirement communities: an insight into their experience
- Steps to insuring your future
- Lessening the burden of care: tips to caring for a senior loved one
- Professional Insight: how a third party opinion can help you make the right decisions
- Advice for identifying and managing dementia
- The Continuum of Care: explaining the variety of care available in BC

To have your organization represented in this campaign, please contact us.

FOR MORE INFORMATION CONTACT:

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