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MOSES ZNAIMER EMBARKS ON CARP NATIONAL TOUR!

First Stop Alberta! Future Canadian Dates Planned

CARP CALGARY CHAPTER – Wednesday, May 28

CARP EDMONTON CHAPTER - Thursday, May 29

Media innovator, the Original “Zoomer” and new CARP Executive Director **Moses Znaimer** is taking his **New Vision Of Aging** on the road. This month, Moses will give the keynote address at the Annual General Meeting for two of Canada’s most prominent CARP Chapters. On **Wednesday, May 28**, Moses will address the CARP Calgary Chapter followed by a presentation to the CARP Edmonton Chapter on **Thursday, May 29**. Future Canadian visits are being planned.

Moses became CARP’s Executive Director on December 28, 2007, and immediately acted to implement his **New Vision Of Aging for Canada**. Just as he reinvented television in the 70s, 80s and 90s with groundbreaking stations and channels like Citytv, Bravo!, SPACE – The Imagination Station, Fashion Television, MuchMusic and MusquiePlus, he is now redefining what it means to be 50+. True to form, he popularized a name for it – **Zoomer** – derived from *Boomer With Zip*.

In mere months, Canada has embraced The Zoomer! “Travel Firms Zoom In On Zoomers,” read the **National Post**; “Z is for Zoomer – The New Adventures of Super Moses,” shouted the cover of **Marketing Magazine**; “Zoomer Meets Boomers,” said the **Toronto Star**; “Aging Boomers Get Their Own Media Mogul”, wrote **Investment Executive**. Even Canadian icons like Roots Founder **Michael Budman**, journalist **Pamela Wallin**, and Blue Rodeo rockers **Jim Cuddy** and **Greg Keillor** have declared themselves Zoomers.

The Zoomer name aside, Moses’ commitment to strengthening CARP’s ABCs: ADVOCACY, BENEFITS, COMMUNITY zoomed into high gear with his recruitment of a new CARP executive team including prominent Toronto lawyer and activist **Susan Eng as Vice President Advocacy**; CAA veteran and affinity partnership expert **Larry Sheffit as CARP Vice President For Membership Benefits**; and community specialist **Ross Mayot as Vice President Community Development**. In addition, Moses negotiated a partnership with the AARP Global Network in the US. As a member of the AARP Global Network, Moses has given hundreds of thousands of CARP members the opportunity to receive select AARP benefits in the US as well as in Denmark and Italy, the two other Network nations to date. In late February, **Bill Novelli**, the CEO of AARP, representing 40 million Americans, flew into Toronto from Washington, DC to show his support for Moses’ initiatives!

CARP memberships are coming in faster than ever, as are requests for Moses to deliver his fresh, bold perspective on aging. Marketers and politicians can no longer ignore Zoomers, the 14 million Canadians who represent the country’s most powerful, affluent and active population bubble. Moses will let audiences across Canada know why!

CARP Executive Director Moses Znaimer Exclusive Appearances

CARP CALGARY CHAPTER AGM ADDRESS – Wednesday, May 28 at 1pm

North Glenmore Park Community Centre, 2231 Longridge Drive SW (Lakeview)

CARP EDMONTON CHAPTER AGM ADDRESS - Thursday, May 29 at 1pm

Barnett House, 11010 142 Street, Edmonton

FREE ADMISSION – ALL ZOOMERS WELCOME

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