

For immediate release: Friday, October 16, 2009 • Please include in your listings/announcements

**ZoomerMedia Limited Presents
The 2009 ASPIRIN® 81mg ZoomerShow
2 Days Only! Saturday, October 31 & Sunday, November 1
At Toronto's Direct Energy Centre, Halls C & D**

CARP MEMBERS PLUS A GUEST GET IN FREE!

MEMBERSHIPS AVAILABLE AT CARP.ca OR AT THE DOOR

Single show tickets are \$8 in advance online at www.ZoomerShow.ca or \$12 at the door

Over 225 exhibitors, a 40-foot interactive multimedia Giant Colon, performances by the cast of the Mirvish production of **The Sound Of Music**, ZoomerFashion Shows, **Beatles**, **ABBA** and **Bee Gees** tribute bands, a tea garden, an art exhibit, investment and fitness zones, and loads of free samples, giveaways, and demonstrations are just some of the highlights at the second annual **ASPIRIN® 81mg ZoomerShow**, Canada's Largest Consumer Show and Lifestyle Expo For Men & Women 45plus.

The ASPIRIN® 81mg ZoomerShow will take place Saturday, October 31 and Sunday, November 1 from 9am to 5pm at Toronto's Direct Energy Centre, Halls C and D.

Admission is FREE for members of CARP (plus a guest = up to \$24 savings), Canada's largest association for the 45plus and the leading advocate for the issues most important to the Zoomer Generation. Non-CARP members can join at the door for the special low introductory price of \$19.95, which includes FREE ZoomerShow admission for TWO, exclusive member benefits, PLUS 9 issues of ZOOMER Magazine, the magazine that defines the active Zoomer lifestyle. (That is a savings of 43 percent off the regular one-year CARP membership price of \$34.95.) Holiday gift memberships will also be available.

Conceived by **Moses Znaimer**, the man behind **A New Vision Of Aging For Canada**, the inaugural two-day 2008 ASPIRIN® 81mg ZoomerShow shattered attendance expectations as over 15,000 Zoomers treated themselves to the best advice, inspiration and solutions on positive aging in categories such as Health & Wellness, Financial Planning, Real Estate, Independent Living & Retirement Communities, Fitness, Caregiving, Employment, Education, Volunteerism, Home Renovations & Safety, Travel, and Recreation. Zoomers account for over 14.5 million Canadians today, or 43 percent of the population. As the largest demographic in history ages, the information provided at the ZoomerShow is relevant to all Zoomers as well as those who love and/or are responsible for them.

This year's show will double in size! On-site perks include free samples, coupons, discounts, giveaways, blood pressure checks, and interactive kiosks PLUS new themed areas:

ZOOMER ACTIVE ZONE

The **Zoomer Active Zone** will invite attendees to watch and participate in sessions on the best fitness techniques for Zoomers from Tai Chi and yoga, to weight training and swing dancing. Special guests include certified personal trainer for the 45plus **Edna Levitt**; celebrated chiropractor, mountain climber and best-selling author on health and wellness **Elaine Dembe**; and director of Ji Hong Tai Chi (Toronto) **Sifu Jim Liang**.

BMO INVESTMENT STAGE

BMO Investment Stage presents Canada's top economists and financial advisors on the most important issues facing Zoomers including retirement savings, care-giving costs and estate planning. See the "Take Charge of Your Retirement" video and learn from presenters including Director of Investments, BMO Asset Management **Gavin Graham**; Retirement Transition Expert, BMO Financial Group **Amy D'Aprix**; and Canadian Equity Specialist, Private Client Research, BMO Nesbitt Burns **Mark Russell, CFA**.

ZOOMERSHOW MAINSTAGE

The Mainstage schedule is packed with entertainment...see:

- Musical tributes to **ABBA, The Bee Gees, Tom Jones, Rod Stewart, Michael Jackson, and The Beatles** starring **The Beatlemaniacs**
- Selections from Mirvish Productions, **The Sound Of Music** and a sneak peak at the new hilarious Canadian musical comedy **My Mother's Lesbian Jewish Wiccan Wedding**
- Acclaimed Australian classic crooner **Gregg Arthur**
- Ballroom dancing performances
- ZoomerFashion Show showcasing Canada's leading designers and fashion trends for Zoomers

ZOOMER MOBILES

Car enthusiasts can check out the Audi booth for a display of their latest models and meet Canada's Golf Doctor **Terry Miskolczi**; two-wheeler fans can test out the best electric bicycles; and everyone can admire classic cars from the 1950s!

TWININGS TEA GARDEN

Enjoy a healthy tea beverage and peruse **The Last Taboo Art Exhibition**, curated by Moses Znaimer in partnership with the Propeller Centre for the Visual Arts. **The Last Taboo** contemplates the intriguing phenomenon of World Aging and the near possibility of radical life extension through a variety of artistic media.

WELLNESS LOUNGE

The Canadian Heart and Stroke Foundation, Canadian Diabetes Association, Media Alert, Canadian Lung Association, Osteoporosis Society, Lymphoma Society, and March of Dimes will provide expert advice and information in the Wellness Lounge.

Click here to see video and testimonials from the 2008 ZoomerShow:

http://208.92.234.76/zoomershow/2009_press/

MOSES ZNAIMER'S NEW VISION OF AGING – BRIEF HISTORY

In February 2008, Moses Znaimer launched his New Vision of Aging for Canada to define and disseminate a fresh perspective on the phenomenon of the aging of the planet. He swiftly popularized the term "Zoomer" (Boomer With Zip!) to redefine the Baby Boomer generation; assembled a suite of media on all platforms for this demographic (broadcast, web, and the national print publication ZOOMER Magazine); and revitalized CARP (formerly the Canadian Association of Retired Persons) into Canada's most visible and vocal nonprofit Advocacy Association for the 45plus. Currently at 350,000 members, CARP is on a March To A Million.

ABOUT ZOOMERMEDIA LIMITED

Moses is also the President and CEO of ZoomerMedia Limited, a public company that trades on the Toronto Venture Exchange under the symbol ZUM. ZoomerMedia publishes **ZOOMER Magazine**, Canada's premiere lifestyle magazine for men and women 45plus offering unique content aimed at

Baby Boomers in the areas of health, finance, travel, sex, longevity, fashion, beauty, style, and life in general. ZoomerMedia also operates a suite of e-newsletters and websites including <http://www.zoomermag.com>, <http://www.CARP.ca> the online voice of CARP the association; <http://www.zoomers.ca>, the social networking site for adults (Facebook is for kids); and <http://www.50plus.com>, Canada's #1 website for Zoomer content with a million and a half page views a month and supplies Zoomer content to MSN Sympatico, Yahoo! Canada and TMXMoney.com; and produces the ZoomerShow, Canada's largest consumer trade show and lifestyle expo for Zoomers.

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The ASPRIN® 81mg ZoomerShow**

Presented By: BMO Financial Group, CARP, Carplnsurance.ca by The McLennan Group, Merck Frosst, MBNA, Pfizer
Media Sponsors: The New Classical 96.3 FM, The New AM 740, 50plus.com, ZOOMER Magazine, Toronto Star

**Saturday, October 31 & Sunday, November 1, 2009 from 9am to 5pm
Direct Energy Centre, Halls C & D, Exhibition Place, 100 Princes Blvd**

**FREE ADMISSION FOR CARP MEMBERS plus a guest (Valid CARP ID required)
CARP Membership At The Door
(includes FREE admission plus a guest & 9 issues of ZOOMER Magazine): \$19.95
Single Ticket At the Door: \$12 (+GST)
Advance Single Tickets: \$8 (+GST) at www.ZoomerShow.ca
General info: 416.362.4332 or www.ZoomerShow.ca**

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