

2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Technology & innovations for aging well

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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National Seniors Day – celebrating older adults and their contributions to society

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Since advanced age can make Canadians more susceptible to adverse health outcomes, protecting older populations is essential for boosting community health. This special feature highlights the important contribution of our elders to the well-being of our society and how, through financial planning, medical support, and other measures and initiatives, Canadian elders can be ensured a safe, healthy, and engaged life.

Proposed topic highlights:

TECHNOLOGY & INNOVATION — Services and products boosting outcomes for seniors.

FINANCE — Financial planning and resources to ensure economic stability and security for seniors.

SUPPORT — Sources and advice for enhancing safety and well-being. **ADVOCACY** — Supporting older Canadians in making informed choices and achieving a better quality of life.

IMPACT — Seniors making a difference in their communities.

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April 28	June 2	June 9