

**AUGUST 24, 2017: TOP 7 OVER 70 NEWS RELEASE**

**Two weeks left to nominate**

**outstanding ‘superagers’**

Website: www.top7over70.com

The buzz about the growing influence of “superagers” is everywhere these days:

* The Economist recently completed a special report on “The Economics of Longevity: The New Old.”
* The Canada West Foundation reported that seniors can help spur the economy and released “Seniorpreneurship: Don’t retire — rewire.”
* Statistics Canada noted that for the first time in census history, there are more Canadians aged over 65 than under 15.
* At American institutions, discussion and studies have emerged, focussing on superagers — older adults with exceptional mental acuity.
* Impressions about 70-year-olds have also changed, thanks to the ongoing accomplishments of high-profile keenagers who have recently turned 70, including Steven Spielberg, Dolly Parton, Sylvester Stallone, Cher, Elton John, Arnold Schwarzenegger and many more.

**In Calgary**, this buzz is reflected by a new awards program — the Top 7 Over 70 — which is celebrating the accomplishments of local seniors and creating new multi-generational mentorship programs that stimulate the economy. **Nominations for these awards are open until September 7, 2017.**

The Top 7 Over 70 Awards will recognize seven people who are achieving excellence in one or more of a myriad of fields, focusing on enterprises and endeavours started after age 70.

Jim Gray — a noted businessman, energy guru and philanthropist — initiated the idea of the awards after years of meeting exceptional seniors starting exceptional ventures later in life.

“Now, more than ever, it’s important to recognize and reward the new, successful endeavours of people in this age group,” says Gray. “Their ability to contribute to Calgary in every aspect, and to help stimulate the economy, represents significant untapped potential.”

Gray and a team of volunteer organizers behind Top 7 Over 70 are also using the event to raise funds for future workshops and mentoring programs, in conjunction with Calgary Economic Development. Details of those programs will be available this fall.

The event is also raising money for the Calgary Seniors’ Resource Society, which helps thousands of local seniors each year via a myriad of programs that focus on everything from budgeting and shopping to transportation, pet care and companionship.

The Top 7 Over 70 has already been receiving kudos from across the city. “I’m thrilled to see a new program recognize the significant contributions our senior population make to our community,” Mayor Naheed Nenshi said earlier this year. “In fact, as our citizens get older, they often give even more to the community in whatever way they can.”

**Gala celebration:** The Top 7 Over 70 winners will be celebrated at a gala on Oct. 2, at the Hyatt Regency hotel. Ticket information is at [www.eventbrite.ca](http://www.eventbrite.ca).

**To nominate an individual for an award:** Go to [www.top7over70.com](http://www.top7over70.com) for a nomination form. Nominations close Sept. 7, 2017.

 **For more information:**

\* Check out our website [www.top7over70.com](http://www.top7over70.com) for details on Top 7 Over 70.

\* For additional enquiries, or assistance in setting up interviews, contact Monica Zurowski; 403-875-1222 or top7over70@gmail.com.

Organizers available for interviews include founder Jim Gray and Top 7 Over 70 co-chairs Brian Felesky, Bonnie DuPont and Steve Allan (also chair of Calgary Economic Development.)

\* To talk to the Calgary Seniors’ Resource Society, contact Lori Paine at 403-266-6200.