

**APRIL 30, 2019: NEWS RELEASE**

**Top 7 Over 70 launches its 2019 program**

Website: www.top7over70.com

The Calgary-based Top 7 Over 70 organization announced today its second set of awards will be presented Oct. 17, 2019.

The biennial awards (occurring every two years) recognize seven individuals who are achieving excellence in one or more of a myriad of fields, focusing on achievements and enterprises started after age 70.

“It is absolutely jaw dropping to witness the contributions and achievements of older adults,” said Jim Gray, the energy guru and philanthropist who launched the awards after years of meeting exceptional people starting exceptional ventures later in life. “While transitioning or retiring individuals are sometimes overlooked, many of them are achieving high-level success in business, science, the arts, health, fitness, philanthropy and more.”

Adds Linda McNally, the co-patron of the awards, “These individuals provide inspiration and innovation.”

The Top 7 Over 70 awards celebrate these achievements, but importantly they’ve also led to the creation of InterGen — a talent development and matching platform that is helping to re-energize Calgary’s economy. In its pilot program, InterGen partnered experienced individuals with younger entrepreneurs, thus creating multigenerational teams that can rapidly scale growth.

“InterGen is a unique program that can assist our community in re-vitalizing the economy,” says Steve Allan, Top 7 Over 70 board member and chairman of Calgary Economic Development.

Top 7 Over 70 and InterGen provide a rich offering of unique stories, content and visuals for potential media coverage. We can set up interviews with any of our organizers — all community leaders in yyc — or past winners, such as a jazz musician getting his first Juno nomination at age 78 or an 84-year-old completing his quest to run the world’s six biggest marathons. We would love to work with you in organizing anything you need for stories, interviews or segments. Please feel free to make any media request of us or scan through the next page of potential story/segment ideas. Thank you so much for your consideration!

**Something Old, Something New = Something Bold, Something True**

Two heads are better than one, especially if they belong to individuals with diverse strengths. InterGen (Top 7 Over 70’s economic spinoff platform) matches experienced Calgarians with younger entrepreneurs to scale businesses. This multigenerational approach can help drive economic recovery, via the deployment of older adults’ expertise. Kauffmann Institute studies indicate that when seniors are matched with younger entrepreneurs, a business has a 65-per-cent greater chance of success.

**Smarter, sharper, steadier**

It’s increasingly important to tap into the experience and potential of older individuals. Statistics Canada says our country now has more people aged 65-plus than children under 15, for the first time ever. And, by 2036, seniors could number between 9.9 million and 10.9 million in Canada. Top 7 Over 70 promotes the concept of communities better utilizing and engaging older individuals, who are practiced, prepared and proficient in a multitude of areas. To thrive as a society, it’s a vital direction.

**Gray power: Jim Gray, that is**

Jim Gray may be in his 80s, but he is a force of nature with the energy of someone half his age. He sits on many boards, provides strategic advice to countless companies and individuals, and creates new philanthropic and economic initiatives each year. Oh yeah, and he swims laps every morning, having now swam the equivalent of the length of our entire country.

**Crouching tigers and hidden dragons**

This ancient Chinese idiom reminds us to never underestimate anyone and to remember that we all possess hidden talents. Releasing the power and potential of Calgary seniors will generate economic benefit. Interviews are available with the power trio who comprise the Top 7 Over 70 steering committee co-chairs: Bonnie DuPont (energy executive, HR expert and past chair of the U of C Board of Governors), Brian Felesky (lawyer, banker and corporate tax specialist), and Steve Allan (accounting specialist, chair of Calgary Economic Development and past president of the Calgary Stampede and Rotary Club.) All three have been involved in dozens of local organizations, boards and companies and possess an excellent grasp of our city and the opportunities older individuals present.

**\* For enquiries or to set up interviews**, contact Monica Zurowski; 403-875-1222 or top7over70@gmail.com.

\* Check out [www.top7over70.com](http://www.top7over70.com) for additional details on our project. Photos and videos for media available at <https://bit.ly/2XIP2kz> .