



'Silver Times' a new, free publication for older adults from ALCOA

The Active Living Coalition for Older Adults would like to invite you to join our mailing list to receive a new, free publication for older adults, entitled Silver Times. It will be a consumer-orientated publication targeted to individuals aged 55+ who live in Canada.






GOAL

The goal of the publication is to:

-  Inform and educate older adults on topics relating to healthy active aging
-  Motivate and encourage behavioural change towards a healthy active lifestyle

CONTENT

The content of the articles will:

-  reflect all aspects of healthy active living
-  be evidence based
-  be written by ALCOA members or other credible sources
-  be written in 'clear language' to ensure readability for all reading levels
-  only be available in English at this time







HOW TO

How to subscribe:

- reply to this email to ALCOA's Administrative Assistant, Tonia Hearst at : tonia.hearst@gmail.com
- confirm the quantity that you wish to receive, in multiples of 25 (i.e. 25, 50, 75)
- provide the mailing address and contact person, for the shipment

DETAILS

The publication details are as follows:

-  free distribution – to be mailed in packs of 25 to facilities
-  published 3 times per year
-  minimum of 8 pages
-  four colour
-  size and frequency may increase over time
-  publication costs initially funded by Seabridge Bathing

We plan to have the first publication shipped in the fall of 2010. We are excited about this new project, and we hope that your members and clients will find this a useful and worthwhile publication.



Patricia Clark
ALCOA National Executive Director



ALCOA envisions a society where all older Canadians lead active lifestyles and thereby contribute to their physical and overall well-being.



Seabridge
BATHING

Seabridge Bathing's corporate goal is to give back independence, dignity, and freedom to those who have lost that ability due to the physical challenges associated with aging and disabilities.