

Showcase for Seniors

FALL & WINTER 2016

Plans underway for Senior's Expo September 29

By Maurice Rees

Senior's Expo such as the one organized by the Downtown Truro Partnership (DTP) are increasing in popularity as the population ages. The DTP Senior's Expo, even though it is only six hours long, over the years has always received positive reviews from senior's and exhibitors.

Being held at the Best Western Plus Glengarry on Thursday, September 29th from 9 am to 2 pm, exhibitors, who are primarily small business owners, like the six hour format, as it's easy to schedule staff, and with plenty of advance publicity, seniors are able to get to town, do other business, and still take in the show.

DTP staff work hard to secure exhibitors, who specialize in accommodating the needs of seniors and are able to provide plenty of information relating to needs of a maturing population. Statistics Canada's most recent reports indicate 16.6% of Nova Scotia's population is 65 or older, compared to a national average of 14.8%.

The Senior's Expo organized by the downtown partnership has been successful, because seniors are active consumers, many of whom have more discriminatory income, leisure time, interest in volunteering, plus the patience for learning new skills that any other age group. Exhibitors also appreciate the fact seniors from the area are most interested in learning.

Exhibitors have often referred to the annual event as a great tool to provide additional expo-

sure for their products and services. The networking opportunity for exhibitors is important, because they are able to link with others who provide specialized services, and also to learn more about the various programs available for seniors.

The seniors expo is designed to provide valuable information that will help the older population live happier, healthier and more secure lives. Recognizing that seniors are an important and valuable part of the community, the partnership has always strived to organize and host the show in a cost-efficient manner. As a marketing tool it allows local businesses and organizations to communicate directly with the senior population.

In the Truro area the proportion of residents age 65 and older is even higher than the provincial average. In addition to 22.1% being over 65, there's an additional import segment of the population who are 55 and older. Approximately 14% of the population are in that ten year decade of 55-64.

With slightly over 36% of the local market being 55 or older, the expo has evolved over time as a comprehensive educational experience. The comfortable ambiance of the Best Western Glengarry adds to providing an atmosphere of a fun-filled social experience.

With entertainment, snacks and prizes during the event times, a combination of interactive information /product booths it's a great opportunity for seniors to learn more about local products and services.

**Colchester, Cumberland, East Hants
Amherst, Bible Hill, Oxford, Parrsboro, Truro, Stewiacke**

**Events Taking Place In Truro, Millbrook, Salmon River,
Bible Hill and North River**

Fundy 55+ Games

September 23, 24, 25, 2016



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The Medicine Shoppe Pharmacy in the Truro Mall may be smaller in size than your typical pharmacy, but it is BIG on service. Your health concerns, whether they are physical or emotional, are very personal and important to you. We understand and respect your feelings. That's why we believe you should choose your pharmacist for your healthcare needs rather than simply using the pharmacists available at the 'pharmacy' you 'shop at'.

Your most important healthcare relationship should be with your family doctor. If you are fortunate enough to have a family doctor, hopefully you are satisfied with the care you are receiving because you cannot pick and choose your doctor, that is, you cannot switch doctors.

Your second most important healthcare relationship should be with your pharmacist. Life is busy and you need a trusted knowledgeable phar-

macist that can provide the kind of healthcare services you deserve and want.

This is why we invite you to join us in building a better healthcare team. Call us to book a free 15 minute consultation with one of our pharmacists.

A few services available include; immunization injections (shingles shots, flu shots), Official Pro-Energy Weight Loss Clinic, Blister Packaging, Certified fitter for compression socks, nurse on staff.

Numbers To Know...

Government Services and Programs for Seniors - Dail 211

Seniors Information Line - Mon-Fri 8:30am-4:30pm /Department of Senior Citizens- Toll Free 1-800-670-0065

Senior Policy and Programs - Information about programs and seniors, an online service: www.sppd.gc.ca

Federal Services and Programs: 1-800-622-6232 website: www.canada.gc.ca

Falls Prevention : fallsprevention@eastlink.ca

Canada Pension Plan :Toll Free: 1-800-277-9914

National Seniors Council: www.seniorscouncil.gc.ca



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We offer a quality worry free lifestyle so you can focus on enjoying retirement living.

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