

BACKGROUNDER

Ageing Well Expo

Ageing Well Expo brings practical education, trusted resources and meaningful connection together so Albertans can make informed choices and live fully at every age.

The idea began through conversations between friends and Co-Founders Kate Kelly and Shawn Barrie. Both had experienced profound personal loss and helped ageing family members navigate decisions involving health, housing, finances and care. They found that information existed, but was scattered and difficult to find at the moment families needed clarity most.

They created the resource they wished had existed: one welcoming place where trusted experts, community organizations, practical resources and meaningful conversations could come together. The goal was never simply to host an event. It was to make planning ahead feel more human.

The inaugural Calgary Expo on September 19, 2025 welcomed about 204 people in total, including registered guests, walk-ins and exhibitor staff. The next featured Calgary event is October 4, 2026 at Best Western Premier Calgary Plaza Hotel & Conference Centre.

AWE serves adults 45+/50+, older adults, caregivers, adult children, families and professionals. Its event experience is complemented by Ageing Well Now, an editorial and community-content destination that extends useful stories between events.

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