



# MEDIA KIT

Stories worth sharing. Conversations worth having.

Alberta's growing consumer expo dedicated to helping adults navigate ageing with confidence, connection and possibility.

Media contact • [Events@AWExpo.ca](mailto:Events@AWExpo.ca) • [AWExpo.ca](http://AWExpo.ca)

# Ageing Well Expo

A practical, welcoming place to ask better questions, meet trusted organizations and find useful information for the years ahead.

**Ageing Well Expo brings education, resources and human connection into one accessible consumer event.** It serves adults 45+/50+, older adults, caregivers, adult children, families and professionals supporting ageing adults. The experience is designed around real decisions involving health, housing, finances, care, connection, lifestyle and planning ahead.

AWE is not framed as a conventional “seniors expo.” It is a forward-looking platform for people who want to live fully, make informed choices and feel more confident about what comes next.

## CORE POSITIONING

***Alberta’s growing consumer expo dedicated to helping adults navigate ageing with confidence, connection and possibility.***

## KEY FACTS

|                     |                                                                                      |
|---------------------|--------------------------------------------------------------------------------------|
| Founded by          | Kate Kelly and Shawn Barrie                                                          |
| First Expo          | September 19, 2025, Calgary                                                          |
| Verified attendance | About 204 total, including registered guests, walk-ins and exhibitor staff           |
| Next featured event | October 4, 2026, Best Western Premier Calgary Plaza Hotel & Conference Centre        |
| Primary audiences   | Adults 45+/50+, older adults, caregivers, adult children, families and professionals |
| Media contact       | Events@AWExpo.ca                                                                     |

# Calgary Event Fact Sheet

A current, swappable event brief within an evergreen media kit.

|                     |                                                                                                               |
|---------------------|---------------------------------------------------------------------------------------------------------------|
| <b>Event</b>        | Ageing Well Expo Calgary                                                                                      |
| <b>Date</b>         | Sunday, October 4, 2026                                                                                       |
| <b>Venue</b>        | Best Western Premier Calgary Plaza Hotel & Conference Centre                                                  |
| <b>City</b>         | Calgary, Alberta                                                                                              |
| <b>Format</b>       | Consumer expo with exhibits, presentations, conversations and community connections                           |
| <b>Audience</b>     | Adults 45+/50+, older adults, caregivers, adult children, families and professionals supporting ageing adults |
| <b>Media access</b> | Complimentary accreditation; interview, photography and video access by arrangement                           |
| <b>Contact</b>      | Events@AWExpo.ca                                                                                              |
| <b>Event page</b>   | AWExpo.ca/ageing-well-expo-calgary/                                                                           |

## WHAT MEDIA CAN EXPECT

- A visually active floor featuring organizations, services and resources relevant to ageing well.
- Access to Shawn Barrie for interviews on the AWE story, trends, partnerships and audience needs.
- Access to Kate Kelly for event operations, logistics and vendor-experience interviews.
- Speaker and exhibitor interviews coordinated in advance or on site, subject to availability and consent.
- Photography and video opportunities throughout the event, with respect for attendee privacy.

Programming times, admission details, speaker lineup, exhibitor list and on-site media check-in instructions should be inserted when confirmed. Contact Events@AWExpo.ca for the current schedule.

# Why Ageing Well Expo exists

People making decisions about ageing often find that useful information exists, but is scattered across many organizations, websites and professional silos. Health, housing, finances, care, community, lifestyle and future planning are deeply connected in real life, yet rarely presented together in a way that feels approachable.

Kate Kelly and Shawn Barrie recognized that problem through personal experience. Both had experienced profound loss and helped ageing family members navigate complex decisions. At moments when families most needed clarity, the search for trustworthy information could feel fragmented and overwhelming.

They decided to build 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 fill an exhibition hall. It was to make planning ahead feel more human.

The inaugural Calgary Expo on September 19, 2025 drew about 204 people in total, including registered guests, walk-ins and exhibitor staff. Existing coverage includes a Global TV segment from the first Expo, shared through Ageing Well Now.

AWE is building toward a broader Alberta presence while maintaining a practical local focus. The event platform and Ageing Well Now editorial platform are complementary: the Expo creates face-to-face discovery and connection; Ageing Well Now extends useful stories and community information between events.

## THE EDITORIAL LENS

- Ageing is a whole-of-life story, not a narrow demographic beat.
- The strongest coverage gives people useful questions, credible context and practical next steps.
- Older adults should be represented with agency, range and dignity.
- Caregivers and adult children are part of the audience, not an afterthought.

# Spokespeople and founders

## SHAWN BARRIE

**Co-Founder and Marketing & Sponsorship Director**  
**Official media spokesperson**

Shawn Barrie is Co-Founder and Marketing & Sponsorship Director of Ageing Well Expo. An event and communications professional with more than 30 years of experience, he has worked across finance, technology, construction, real estate, retail, postsecondary education and the nonprofit sector. He is also Founder and Creative Lead of Bulldog Creative.

Shawn's work has been recognized with Meeting Professionals International Calgary Chapter Planner of the Year and a place among the Senior Planners Industry Network Top 40 Over 40. At AWE, he builds the partnerships, sponsorships and communications that connect people with practical information and trusted resources.

Interview topics: the origin and purpose of AWE; audience needs; ageing and public conversation; sponsorship and community partnerships; event growth; media collaboration.

## KATE KELLY

**Co-Founder**  
**Available for event and logistics interviews**

Kate Kelly is Co-Founder of Ageing Well Expo, where she helps shape the practical, welcoming experience at the heart of the event. Her focus on logistics and vendor relationships brings organizations, resources and event details together so attendees can move through the day with ease and confidence. Her lived experience supporting ageing family members, combined with the personal losses that helped inspire AWE, keeps the work grounded in empathy and real-world needs.

Interview topics: event experience; logistics; exhibitor and vendor coordination; creating a welcoming environment; the founders' shared motivation.

*Editorial note: Kate's bio is intentionally limited to verified AWE responsibilities and shared founder context. Obtain her approval before publication and expand only with confirmed career details.*

## Different strengths One shared purpose

The idea for Ageing Well Expo began through honest conversations between two friends. Kate Kelly and Shawn Barrie had each experienced profound personal loss. They had also helped ageing family members navigate decisions involving health, housing, finances and care.

The information they needed was out there, but it was scattered and difficult to assemble, often at the very moment a family had the least time and emotional space to search. That experience revealed a simple gap: people did not need another isolated source. They needed a welcoming place where the pieces could come together.

Kate and Shawn brought complementary strengths to the answer. Kate focused on the details and relationships that make an event feel organized, useful and human. Shawn focused on the story, partnerships and communications that could bring people into the conversation. Together, they created AWE as the resource they wished their own families had been able to access.

Their ambition is practical rather than abstract: help people ask better questions, meet credible organizations, make informed choices and feel less alone when planning what comes next.

***“It’s living your best life—as you age, at whatever age.” — Shawn Barrie***

# Descriptions and boilerplate

## 25 WORDS

Ageing Well Expo connects Albertans with practical information, trusted organizations and meaningful conversations to help them navigate ageing with confidence, connection and possibility across Alberta.

## 50 WORDS

Ageing Well Expo is Alberta's growing consumer expo for adults 45+/50+, older adults, caregivers, families and professionals. Through exhibits, presentations and community connections, AWE brings practical information and trusted resources together in one welcoming place, helping people make informed choices and navigate ageing with greater confidence and possibility every day.

## 100 WORDS

Ageing Well Expo is Alberta's growing consumer expo dedicated to helping adults navigate ageing with confidence, connection and possibility. Designed for adults 45+/50+, older adults, caregivers, adult children, families and professionals, AWE brings practical education, trusted organizations and meaningful conversations together in one welcoming setting. Attendees can explore resources related to health, housing, finances, care, lifestyle, community and planning ahead; ask questions directly; and discover support they can use in everyday life. Founded by Kate Kelly and Shawn Barrie, AWE was created to make reliable information easier to find and planning for the future feel more human across Alberta communities.

## BOILERPLATE

About Ageing Well Expo: Ageing Well Expo is Alberta's growing consumer expo dedicated to helping adults navigate ageing with confidence, connection and possibility. Founded by Kate Kelly and Shawn Barrie, AWE connects adults 45+/50+, older adults, caregivers, adult children, families and professionals with practical education, trusted organizations and meaningful community connections. Learn more at [AWExpo.ca](http://AWExpo.ca).

# Accreditation and access

Working journalists, producers, photographers, videographers, editors, hosts, podcasters and other editorial media may request complimentary accreditation. Approval is intended for legitimate editorial coverage and is confirmed by AWE.

## AVAILABLE BY ARRANGEMENT

- Complimentary media registration.
- On-site interview, photography and video access.
- Interview access to Shawn Barrie.
- Event and logistics interviews with Kate Kelly.
- Introductions to participating speakers and exhibitors, subject to their availability and consent.
- Advance background, fact-checking support and current event information.

## REQUEST PROCESS

Email [Events@AWExpo.ca](mailto:Events@AWExpo.ca) with your name, outlet, role, assignment or coverage plan, requested access, interview interests, production needs and deadline. Please identify every crew member who requires access. AWE will reply with confirmation and event-day instructions.

## ACCESS PRINCIPLES

Accreditation does not override attendee privacy, speaker restrictions, venue rules or safety requirements. Obtain consent before close-up interviews or identifiable photography of attendees. Commercial shoots, sponsored content and non-editorial content require advance approval.

# Become an AWE media partner

AWE welcomes media relationships that make useful, credible information easier for Albertans to discover. Partnerships are shaped around editorial integrity, audience fit and clear mutual value.

## OPPORTUNITIES

- Promotional partnerships across broadcast, print, digital, newsletters and social channels.
- On-site reporting, live hits, interviews, recording or special coverage.
- Editorial collaboration around timely themes in ageing, caregiving, planning and community life.
- Advance or post-event interviews with founders, speakers, exhibitors and community partners.
- Contra or in-kind arrangements, with scope, recognition, deliverables and valuation agreed in writing.
- Cross-linking with the Ageing Well Now editorial page when a story or resource serves its audience.

## WHAT AWE CAN PROVIDE

- Approved copy, logos, event facts and imagery.
- Interview coordination and subject-matter introductions.
- On-site access and a tailored coverage plan.
- Partner recognition appropriate to the agreement.
- A responsive contact for deadlines and fact checks.

## START A CONVERSATION

Send your outlet, audience, idea, proposed deliverables, timing and any estimated in-kind value to [Events@AWExpo.ca](mailto:Events@AWExpo.ca). All editorial decisions remain with the participating outlet; all AWE marks and promised benefits remain subject to written approval.

# Story angles and pitch ideas

## The planning gap hiding in plain sight

Why families still struggle to connect health, housing, finances and care — and what makes information genuinely usable.

## Ageing is not a seniors beat

A broader look at why people in their 40s, 50s and beyond, adult children and caregivers all belong in the conversation.

## The resource the founders wished existed

Kate and Shawn's personal experience with loss, family decisions and fragmented information.

## From overwhelm to one useful next step

Practical questions attendees can ask about housing, care, money, health and community support.

## The changing face of ageing in Alberta

How organizations and communities are responding to longer lives, varied needs and growing expectations.

## Caregivers need a map too

The invisible work of adult children and caregivers, and the value of direct access to resources.

## Designing dignity into an event

How language, layout, access and human interaction can avoid stereotypes and create a welcoming experience.

## Local organizations doing practical work

Profiles and interviews with speakers, exhibitors and community groups helping Albertans now.

## What people wish they had asked sooner

A service-driven package built around planning prompts rather than fear.

## After the Expo

How Ageing Well Now can keep strong local reporting and community resources visible year-round.

# Press release template

## FOR IMMEDIATE RELEASE

[HEADLINE WITH A CLEAR NEWS VALUE]

[Optional subheadline]

**CALGARY, Alberta — [Month Day, Year]** — Ageing Well Expo [announces/returns/launches] [specific news]. [First paragraph states what is happening, who it serves, when, where and why it matters.]

[Second paragraph adds context, verified figures or a timely local reason for coverage.]

“[Approved quote that advances the story],” said Shawn Barrie, Co-Founder and Marketing & Sponsorship Director of Ageing Well Expo. “[Second sentence with a practical takeaway or invitation.]”

[Add confirmed program details, speakers, exhibitors, partner information or audience benefit. Avoid unverified superlatives.]

### Event details

What: [Event name]

When: [Date and times]

Where: [Venue and address]

Media access: Complimentary accreditation by request

Details: [URL]

### About Ageing Well Expo

Ageing Well Expo is Alberta's growing consumer expo dedicated to helping adults navigate ageing with confidence, connection and possibility. Founded by Kate Kelly and Shawn Barrie, AWE connects adults 45+/50+, older adults, caregivers, adult children, families and professionals with practical education, trusted organizations and meaningful community connections. Learn more at [AWExpo.ca](http://AWExpo.ca).

### Media contact

[Events@AWExpo.ca](mailto:Events@AWExpo.ca)

# Media pitch email template

**Subject:** Story idea: [specific local angle] at Ageing Well Expo Calgary

Hi [Name],

I'm reaching out from Ageing Well Expo with a story idea for [outlet/audience]: [one-sentence angle tied to a current issue, person or practical audience need].

Ageing Well Expo returns to Calgary on October 4, 2026 at the Best Western Premier Calgary Plaza Hotel & Conference Centre. The event brings practical information, trusted organizations and meaningful conversations together for adults 45+/50+, older adults, caregivers, adult children, families and professionals.

We can arrange an interview with Co-Founder Shawn Barrie about [specific topic], Kate Kelly about event and logistics, and relevant speakers or exhibitors subject to availability. Complimentary media accreditation, photography and video access are also available by arrangement.

Would this fit your coverage? I can send the current fact sheet, visuals and interview options, or shape the idea to your deadline.

Best,

[Name]

Ageing Well Expo

Events@AWExpo.ca

AWExpo.ca

# Sponsor and exhibitor overview

AWE works with organizations whose services, products, expertise or community role can help people age well, live fully and plan confidently. Sponsors and exhibitors contribute to a useful attendee experience when their participation is educational, transparent and relevant.

## TYPICAL AREAS OF RELEVANCE

- Health, wellness, mobility and active living.
- Housing, downsizing, home adaptation and community living.
- Financial, legal, estate and future planning.
- Caregiving, home care, support services and navigation.
- Travel, leisure, technology, learning and social connection.
- Nonprofit, public-sector and community resources.

## MEDIA VALUE

Sponsors and exhibitors can provide useful local examples, practical demonstrations and informed spokespeople. Their participation does not imply editorial endorsement. Media should identify commercial relationships where relevant and independently assess claims.

Participation details, inventory, pricing and confirmed partner lists change by event. Request the current sponsor and exhibitor information through [Events@AWExpo.ca](mailto:Events@AWExpo.ca).

# Photo logo and credit guidelines

## LOGO USE

- Use only official files supplied by AWE.
- Keep the logo's proportions intact; do not stretch, crop, redraw, recolour, rotate or add effects.
- Use the version that provides clear contrast. The supplied white/reversed logo is intended for dark or photographic backgrounds.
- Leave clear space around the mark. Do not place it inside a sentence or imply endorsement without written approval.

## PHOTOGRAPHY

- Use images in editorial coverage of Ageing Well Expo or an approved partnership.
- Do not materially alter people, remove watermarks or use images in misleading contexts.
- Confirm consent for attendee close-ups and interviews; special care should be taken with personal health or caregiving stories.
- Suggested credit: "Photo courtesy of Ageing Well Expo" unless a named photographer credit accompanies the file.

## LANGUAGE AND REPRESENTATION

- Use person-first, specific language and avoid portraying ageing only through decline, dependency or crisis.
- Represent the range of people, relationships and choices within the AWE audience.
- Refer to the organization as "Ageing Well Expo" or "AWE" after first reference.

## BRAND PALETTE

|                 |         |
|-----------------|---------|
| Deep blue-green | #21404F |
| Orange          | #E47234 |
| Blue            | #20A6C7 |
| Green           | #7D9A43 |
| Warm cream      | #FAF4EA |
| Mist            | #EAF3F5 |

## Recommended asset structure

|                               |                                                                           |
|-------------------------------|---------------------------------------------------------------------------|
| <b>01 Logos</b>               | Official colour, white/reversed, PNG and print-ready versions             |
| <b>02 Founders</b>            | Shawn headshot, Kate headshot, joint founders image, approved bios        |
| <b>03 Event photography</b>   | Approved high-resolution images with captions, dates and required credits |
| <b>04 Current event</b>       | Calgary fact sheet, schedule, venue notes and accreditation details       |
| <b>05 Organization</b>        | Media kit, backgrounder, boilerplate and approved descriptions            |
| <b>06 Templates</b>           | Press release and outreach email templates                                |
| <b>07 Coverage</b>            | Global TV first-Expo clip link and future coverage links                  |
| <b>08 Social and profiles</b> | Official website and confirmed social/profile URLs                        |

The supplied project asset includes the official white/reversed tagline logo. Additional variants, headshots, joint founder photography, approved event images, social URLs and the direct Global TV clip URL still need to be placed in the corresponding folders before public launch.

Media inquiries and asset requests: [Events@AWExpo.ca](mailto:Events@AWExpo.ca)

### MEDIA KIT STATUS

Core copy is evergreen. Replace the current event fact sheet as each event changes. Confirm schedules, admission, addresses, speaker and exhibitor lists, image permissions, social links and coverage URLs before publication.