

Seniority Authority

Let's Get Smarter About Growing Older



A SERIES OF VIDEO SHORTS DESIGNED TO ANSWER FREQUENTLY ASKED QUESTIONS ABOUT AGING

Cathleen Toomey wants us all to get smarter as we get older. For the past 14 years, Toomey has been the Marketing Vice President of RiverWoods, the largest family of not-for-profit continuing care retirement communities in New Hampshire. Toomey knows firsthand that the key to aging well is good information. She has been asked so many questions over the years that she decided to share her knowledge by launching a podcast. What she's created is a series of conversations that go in-depth with national experts on a variety of topics, tackling essential advice, common dilemmas and uncomfortable topics with warmth and humor.

Episode titles include: *How to Talk to Your Parents and Kids About Aging, Can Science Slow Aging? How to Find Meaning and Purpose in Retirement, The Most Important Legal Documents You Need and Why You Need Them, What Can You Do Today to Strengthen Your Memory for Tomorrow?* And, perhaps the hardest truth of all, *Nobody Wants Your Hummels...*

Now, Riverwoods is joining forces with New Hampshire PBS, one of the Granite State's most trusted storytellers, to bring Toomey's down-to-earth wisdom to viewers across Northern New England in a series of eleven short videos. The videos, averaging one minute in length and airing across targeted NHPBS programming, will dive into some of the most pressing questions about aging, using Toomey's invaluable knowledge and perspective to help a larger audience than ever before get smarter about growing older and make sure that our Golden Years are as rich and full as any other time of life.



SENIORITY AUTHORITY

LAUNCHING IN WINTER 2021

- Short broadcast video series
- Website with additional resources
- Print, social media, live events

\$7,500

- Production credit within video.
- Corporate recognition (font) on NHPBS-Seniority Authority website.
- Recognition on NHPBS e-newsletter (sent to 12,000+ subscribers) for 6 months.
- Logo on all print promotional materials.
- Visibility across all NHPBS platforms and promotional materials.
- Prominent mention before LIVE events.

A PROUD PARTNERSHIP BETWEEN:



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NHPBS | NHPBS EXPLORE | NHPBS CREATE | NHPBS WORLD | NHPBS KIDS • Digital Channels | 11 Durham | 34 Pittsburg | 48 Littleton | 49 Keene | 50 Hanover