



Professional Writing Samples

Codepoet Media



Short Biography

Live life with SNAZ

Master Artist Nancy Allen is fascinated by beautiful and shiny things.

From her studio in Southeast New Brunswick, this versatile owner and principal designer of SNAZ Jewelry Designs creates signature lamp-worked glass, Swarovski crystal and sterling silver jewelry collections for fine retail stores nationwide.

“I was drawn to jewelry design for its many changing moods,” says Nancy. “Light dances and plays over each facet, transforming its appearance, and becoming an extension of the wearer’s true self.”

Like Nancy, SNAZ women are fashionable, energetic, and color outside the lines. They exude confidence and embrace every glimmering possibility.

Are you a SNAZ woman?

Long Biography for promotional material

Master Artist, Nancy Allen

Master Artist Nancy Allen is committed to living a life on the move. With a background in psychology and with extensive experience developing, teaching and managing work and life skills programs, she’s spent her professional life giving others the tools to do the same thing...to move forward with their lives while embracing passion, creativity, and the power of possibility.

Later, an education in graphic arts and work in a busy advertising agency paved the way for the true culmination of all her creative work...fine custom

jewelry design. From her studio in Southeast New Brunswick, this versatile owner and principal designer of SNAZ Jewelry Designs creates signature lamp-worked glass, Swarovski crystal and sterling silver jewelry collections for fine retail stores nationwide.

Nancy believes the way light plays on jewelry is a metaphor for life. “I’ve always been fascinated by beautiful and shiny things,” she says. “I was drawn to jewelry design because of its many changing moods. It’s a medium that transforms the moment you put it on. The way light dances and plays over each piece becomes an extension of the wearer’s true self, of all her shining possibilities.”

Versatile, highly-motivated and committed, Nancy believes that her beautiful pieces are a natural extension of her own philosophy of adventure, personal growth and self-discovery. “Bringing my creative vision to life continues to be an interesting and very rewarding journey.”

Website Copy—About Us page

Jewelry is not just an accessory

At **SNAZ Designs**, we believe jewelry is an extension of the woman who wears it.

Since 2007, **SNAZ** has been creating beautiful hand-crafted jewelry for the woman who loves to express her personality through fashion. We deliver signature lamp-worked glass, Swarovski crystal and sterling silver collections to retail stores across Canada and the U.S. from our Maritime studio.

Like fine perfume, fine jewelry expresses itself differently on every woman. At **SNAZ**, we like to think our work makes the most of this quality. Our

pieces mirror a woman's chameleon-like sensibilities: from artful and dreamy to fun-loving and joyful; from sweet and feminine to simple elegance; from polished sophistication to creatively impulsive.

When heated, glass becomes soft, pliant and flexible. Handled with care and precision, gorgeous colors and shapes emerge. At **SNAZ** designs, we believe life is similar: it's fragile, but with care and precision, gorgeous colors and shapes emerge. Our collections are created for the adventurous, confident woman who grabs the reins of life and with them master the joy and power of possibility.

Jewelry Descriptions—Half Moon

Starry, starry night

This is the signature series that started it all. The silver half loop cradles a lampworked glass bead artfully reminiscent of a meteor shower, and Swarovski crystals complete the image of a sparkling starry night. **HALF MOON** is available in these cosmic colors: Black with Ivory and silver, Red with Ivory and Silver, Brown/Ivory/Amber, Pink/Charcoal, Turquoise/ivory/brown, Ivory/silver, Black and silvered ivory etched, Brown/silvered ivory etched.

Jewelry Descriptions—Fun

For special celebrations, for the weekend, for informality...for FUN!

The handcrafted lamp-worked glass, Swarovski crystals and sterling silver sparkle on the woman who wears them with joy, imagination and verve. The **FUN** collection accentuates your open and optimistic attitude, and is available in bright and refreshing colors like citrus, red/gray, plum/pink, beach glass, and clear with jewel tones.

Jewelry Descriptions—Boo

Sugar and spice and all that's nice, that's what little girls are made of.

Inspired by the Master Artist's vibrant young niece, the **BOO** collection celebrates sweet, feminine delicacy. The lamp-worked glass, crystal pearls and sterling silver are lovingly crafted to echo the spirit of youth and innocence. Available in: dark purple/ivory, black/ivory, turquoise/charcoal, pink/charcoal, and ivory/amber.

Jewelry Descriptions—Galactic

Clarity, purity and simplicity reign in the elemental world of GALACTIC crystal.

Feel beautiful in this popular sterling silver and crystal collection, a sparkling combination prepared for the woman who exudes classic grace and elegance. Make your statement with these five color combinations: amber, tanzanite (purple), aqua, red magma, and clear.

Jewelry Descriptions—Shimmer

Whatever you do, do it with SHIMMER!

Sterling silver and crystals glimmer and gleam in this unique collection, new for 2010 and available in clear, black, pink, amethyst, and golden shadow. The bracelet appears as two bracelets in one with its chic crisscross pattern, and the slim, dangling earrings will reinforce your polished sophistication.

Jewelry Descriptions—Glamour

Reflect Light...Reflect Life

Reflect your changing moods with this sleek best-selling collection. Square or round crystals dazzle and transform with every movement. **GLAMOUR**

Website content for Nancy Allen, SNAZ Jewelry Design

women are fascinating, confident, and embrace the colorful complexities of life. Available in Bermuda Blue, Sahara (green), Vitriol (pinks and turquoise) Tabac (black tinged with green and brown) and Volcano (reds, purples and yellow).

Jewelry Descriptions—Pastiche

Like snowflakes, no two are ever the same

The **PASTICHE** collection is for women who color outside the lines and cultivate creativity. Treasure these one-of-a-kind compositions of specialty lamp-worked glass beads, silver leaves and pearls, featuring four colour palettes to mirror the seasons: Fresh, bright colours for spring, rich midnight blues for summer, cozy earth tones for fall, and cool charcoal grays and blacks for winter.



Access your load the right way!

STRONG: Tough steel construction supports up to 400 pounds.

LIGHT: Weighs only 20 pounds.

PORTABLE: Extends to a generous 53 inches, but folds to a neat 33 inches.

PRACTICAL: Provides easy access to loads, while reducing the risk of on-the-job mishaps.

CONVENIENT: Hooks easily to rub-rails or bolt-on brackets for secure, stable access to loads.

Easy Access, Easy Storage

STRONG: With its tough steel construction boasting a 400-pound capacity, truck drivers love using the Deckmate ladder. Weighing in at only 20 pounds, it's both durable and light.

PRACTICAL: At 18 inches wide, the Deckmate extends to a generous 53 inches. It offers practical access to heavy loads, yet it folds away to a neat 33 inches and hangs at a convenient working angle.

SAFE: With Deckmate, the focus is preventing injuries. Our unique hinge design prevents pinching fingers and clothes. The ladder also features powder-coated paint, anti-skid steps and rubber stoppers to avoid chipping and pinching.

CONVENIENT: On flatbed trailers, the Deckmate hooks to the rub-rails and will not slide, tip or blow over in the wind. For vans, straight trucks & dump trucks without rub-rails, a bolt-on bracket is easily installed. The bracket is set 2.5 inches away from the trailer and does not affect doors or deck plates.

Small Investment = Big Return

The very best carriers choose Deckmate Ladder for installation on their entire fleet. It's a great way to ensure that your employees have stable, practical and safe access to cargo on their flatbeds and vans. Professional tools increase employee productivity, reduce downtime, and reduce the risk of serious mishaps on the job.

Codepoet Media was involved in writing or editing several of the success stories published on the Atlantic Canada Opportunities Agency website in 2011 and 2012. These stories were released as social media releases, along with accompanying videos that Codepoet Media also helped produce.



Short Biography

Ice Cream Cool

CHARLOTTETOWN, PRINCE EDWARD ISLAND--(Marketwire - June 15, 2011) -

Editors Note: There is a video associated with this press release.

Prince Edward Island conjures up images of white beaches, lobster boils – and thanks to 28 years of savvy marketing, an iconic cow serving up super premium ice cream.

From one ice cream shop on the Cavendish boardwalk in 1983, Cows Ice Cream of Charlottetown has grown to nine locations selling 32 flavours, plus a popular line of merchandise, across Canada -- becoming a nationally-recognized brand in the process.

"Our original handmade vanilla was a family recipe belonging to the owner, Scott Linkletter," explains Jackie McIntyre, CEO. "It was a huge hit."

No wonder – at 16 per cent butterfat, all their treats boast quality ingredients, like imported Madagascar vanilla, Dutch cocoa and PEI strawberries.

Today, their product line includes butter and cloth-bound cheddar, aged on the premises and selling off grocery store shelves in Atlantic Canada and Ontario. But their ice cream isn't being sold in grocery stores. "We want to keep our ice cream special," assures Jackie.

Their merchandising is special, too, now representing 60 per cent of gross sales. "In the early days, customers loved our uniforms featuring our cow image and wanted to buy them off the backs of our staff. The whole thing just took off," says

Jackie.

Their t-shirts and other products feature parodies of pop culture, but with a cool bovine twist: *You Tube* becomes *Moo Tube*, *Hello Kitty* becomes *Hello Cowy*. Instead of *Facebook* – *Farmbook*. The images are screen-printed on site and retired after three years, but some become more popular than others.

Cows had to make two print runs, for example, of the t-shirts made in honour of *Live with Regis and Kelly* when they taped four shows in Charlottetown last year. Co-host Kelly Ripa's on-air mention of their most popular flavour, *Wowie Cowie*, showcased Cows to millions of viewers in more than 200 markets across Canada and the US.

Jackie says that ACOA has been a tremendous support to their company over the years.

"When we needed to buy something we couldn't have financed ourselves, like costly infrastructure or a screen print machine, ACOA was there to help. They've been just terrific to work with."

These days, Cows is working with bus tour operators to build on the success of their factory tours at "The Creamery," their head office in Charlottetown. The new facility brought all its operations under one roof. "We opened our creamery to the public in 2010 and the response exceeded all our expectations," says Jackie.

With potential new outlets and a greater online presence on the horizon, tourists who have fond memories of Cows can still graze on another taste of PEI.

ACOA celebrates 2011, "The Year of the Entrepreneur"

In recognition of 2011 as the "The Year of the Entrepreneur," the Atlantic Canada Opportunities

Agency is celebrating the accomplishments of Cows Inc. of Charlottetown, PEI, and the contributions they are making to Canada's economic success. From down home to the far corners of the globe – be sure to read more about other Atlantic Canadian entrepreneurs like them whose drive and dedication are proving a fast match for success.

Quick Facts on Entrepreneurship

Did you Know?

There are more than 110,000 Atlantic Canadians working in the tourism sector.

From 2006 to 2009, ACOA invested nearly \$10 million in the Atlantic Canada Tourism Partnership to help market the Atlantic region to the world and help expand the region's tourism industry.

During this period, the partnership generated a total of over \$280 million in revenues for small and medium-sized tourism businesses in Atlantic Canada.

Building a stronger economy together

The Atlantic Canada Opportunities Agency works with business and communities to make Atlantic Canada's economy more innovative, productive and competitive. Together, with Atlantic Canadians, we are building a stronger economy.

To view the video associated with this press release, please visit the following link: <http://www.youtube.com/watch?v=IkPkcd4YViY>

To read the video transcription, please visit the following link: http://media3.marketwire.com/docs/COWS_transcript_EN.pdf

Short Biography

In the Heat of Opportunity

For many Canadian residents, sun and sand can seem a long way off when the snow banks are almost as tall as you are.

But for Barry Kyle and his team of 28 highly skilled employees in Bathurst, New Brunswick, they are ever-present realities whatever the condi-

tions outside as they build products to help Canada's troops weather the extreme heat and desert sands of Afghanistan.

“Heat is an extreme variable for rubber,” Barry explains from his office at Industrial Rubber Company Inc. (IRC). “The higher the heat, the faster the rubber deteriorates. So, blending different types of rubber is necessary for products to withstand the intense heat of a place like Afghanistan ... and I guess that's one of the tricks of our trade.”

And it's a trick Barry puts to good use in innovative products like heat and wear-resistant rubber track pads that move Canadian Leopard 1 battle tanks, as well as Leopard 1 tanks used in the NATO countries of Denmark, Norway and Sweden.

From humble beginnings as a local tire shop in 1975, Barry's company has established itself as one of a select few manufacturing rubber molded products and linings for the Canadian military, as well as for mining, chemical and pulp and paper companies around the world.

Video - In the Heat of Opportunity (<http://www.acoa-apeca.gc.ca/eng/AudioVideo/Pages/IntheHeatofOpportunity.aspx>)

Click here to view the transcript (<http://www.acoa-apeca.gc.ca/eng/AudioVideo/Pages/IntheHeatofOpportunity.aspx#transcript>)

According to Barry, their first big expansion opportunity knocked in 1986.

While delivering products to the Canadian Forces Base Gagetown, he spied piles of worn tires bound for refurbishment in Germany. Confident of his company's expertise supplying rubber products to the local mining industry, he offered to refurbish 20 tank wheels. A new business relationship soon emerged.

Today, IRC still refurbishes all the rubber wheels on Canada's armoured personnel carriers.

Barry says ACOA's assistance helped his company at pivotal points in its development: when they needed help preparing military proposals, obtaining specialized equipment, and walking through

the arduous process of ISO certification. "For us, achieving certification meant the difference between just serving New Brunswick and serving the world."

IRC's next expansion will soon service Newfoundland's oil and gas industry. And ever watchful for new opportunities, Barry's keen eyes are fixed on the Far East.

"It appears China is going to lead mass-produced rubber manufacturing," he says. "Who knows? We may find some joint ventures to work on."

From Bathurst, to Afghanistan, and perhaps even the Far East — this company is proving you can keep opportunity in sight whatever the visibility outside.

For more information on Industrial Rubber Company Inc. and the Year of the Entrepreneur, click here (<http://www.marketwire.com/press-release/In-the-Heat-of-Opportunity-1417184.htm>).

Published on March 25, 2011.

Short Biography

A New Menu for Tourism

For years, traditional maritime charm and rugged beauty have drawn a bounty of visitors to Atlantic Canada's shores. But these days, an evolution in all things gastronomic is calling global food-minded travelers looking for new action (and brew!) a-brewing down home...

MONCTON, NEW BRUNSWICK-- (Marketwire - June 26, 2012) -

Editors' note: A photo and a video are associated with this press release.

As North America's only mention in *Lonely Planet's* top 10 regions to visit in 2012, **Canada's East Coast** has officially been singled out for its unique appeal to gastronomes looking to experience everything from local potato vodka distilleries, organic farm wineries, and wharf-side oyster cafés, to mushroom foraging tours and farmstead cheese-making classes.

Good news for the region's food and beverage producers who, in the context of a \$4 billion regional tourism industry, have been busy coordinating their efforts to turn their businesses - and communities - into key destinations for visitors looking for a unique "taste" of local life.

Take Bill and Mary Kendrick in Bedeque, Prince Edward Island, who in partnership with several local businesses run Experience PEI, a series of food-related excursions that see visitors doing everything from harvesting oysters, digging clams and fishing lobster, to sampling local craft brews, oysters and gourmet chocolate as part of a culinary walking tour of historic Charlottetown. This, in a province recently named one of the **world's top foodie destinations** by acclaimed restaurant guide ZAGAT.

Or cottage winery owners Edward and Linda Mantell, whose home-grown blueberry and rhubarb wine business in Waterside, New Brunswick, has become a key destination point in an interesting mix of local attractions: hiking at nearby Fundy National Park, bird-watching at Mary's Point Bird Sanctuary, not to mention trying one's hand at local glass-blowing and pottery-making.

Over in Nova Scotia, the challenge of growing grapes in a cold climate has given rise to a **burgeoning wine industry** and some very respectable offerings that harmonize well with local seafood - including *L'Acadie Vineyards' 2007 Prestige Brut*, the only North American sparkling wine to win a medal at France's Effervescents du Monde.

According to Janice Ruddock of the Winery Association of Nova Scotia, attracting visitors to an area through events like fall and winter wine festivals is an opportunity to expose local products to other markets - especially important when there isn't a ready-made market on one's doorstep. But a little creativity is required.

A new culinary experience

"Because we're not blessed with a New York or Toronto or Vancouver one hour's drive away, we have to find inventive ways of getting people to our wineries. We have to create events that will really engage our visitors."

It's a practice tourism organizers in Newfoundland and Labrador know well.

The out-of-the-way province is well-known by visitors for its icebergs, whale watching and rugged scenery - but food events built around these well-known scenic experiences are something new.

Take for example last year's three-day culinary festival on the Bonavista Peninsula - *Roots, Rants and Roars* - which saw visitors stopping by professionally-manned food stations with wild game, local produce and wine as they took in breathtaking scenery along a five-kilometer trek of national park.

It's an event that seizes on visitors' desire to experience local culture and food produced and prepared locally.

And it's an ever increasing one, according to Don Newman of the Atlantic Food and Beverage Processors Association.

The taste of local life

"There's a wide range of **exciting food products in Atlantic Canada** tempting both local residents and visitors alike," he says. "In many cases, the people who are working diligently every day to grow, harvest and process these products have benefitted in some way from critical and much appreciated support from the Atlantic Canada Opportunities Agency."

Support that includes helping business owners grow their business, develop their skills, purchase needed equipment, or discover more innovative or cost-effective ways of operating.

Or, helping them showcase made-in-Atlantic-Canada food products to important markets abroad through participation in trade shows like the annual International Boston Seafood Show and the Americas Food & Beverage Show.

Not to mention the nearly \$10 million ACOA has invested to help promote Atlantic Canada as a tourism destination, which promises to generate over \$114 million in local revenue.

For locals in a region where both tourism and food business plays a big role in sustaining jobs, the

effort to capitalize on the food factor when drawing visitors down home couldn't be more vital.

And for visitors busy adding new tastes to their menu of **maritime experiences**, they're guaranteed some new pairings that leave both a satisfying first impression and a rewarding finish.

Did you Know?

- There are more than 110,000 Atlantic Canadians working in the tourism sector.
- Atlantic Canadian food products are becoming staples on menus around the world, including in China and India.

ACOA celebrates entrepreneurs

The Atlantic Canada Opportunities Agency (ACOA) is celebrating the accomplishments of Atlantic Canada's tourism and food entrepreneurs and the contributions they're making to Canada's economic success. From down home to the far corners of the globe - be sure to read more about other Atlantic Canadian entrepreneurs like them whose drive and dedication are proving a fast match for success.

For 25 years, ACOA has worked with business and communities to make Atlantic Canada's economy more innovative, productive and competitive. Together, with Atlantic Canadians, we're building a stronger economy.

To view the video associated with this press release, please visit the following link: <http://www.youtube.com/watch?v=qON2OQNqobc>

To view the photo associated with this press release, please visit the following link: <http://www.marketwire.com/library/20120622-winery-800.jpg>

To read the video transcription, please visit the following link: <http://www.acoa-apeca.gc.ca/eng/Agency/media/room/Videos/Pages/FoodTourism.aspx>

Code Poet Media wrote two success stories for publication on the Harvest House Ministries website, a non-profit organization in the city of Moncton that helps the homeless get back on their feet.



Sylvain's Story

Turning anger into reconciliation

When Sylvain Blainchette discovered alcohol at age 13 with friends from school, he had no idea how drinking would tear his life apart, or how long it would take to rebuild it.

Sylvain lived with his maternal grandparents in Saint Hyacinthe, a small town near Montreal, Quebec. "By drinking and smoking and experimenting with drugs, I wanted to prove I was a man," Sylvain says.

He was interested in Christianity, however, and his faith helped stabilize his life. After getting married and having children, The Blainchette's were the picture of a happy, churchgoing family.

"But we started experiencing problems around the seven or eight-year mark," he explained. "Around the 10-year mark, I began to drink again, and at the 12-year mark, we got a divorce. My divorce made me very angry. I felt rejected, and quit the church because I felt nobody understood me."

Sylvain moved to Quebec City, where his drinking increased, along with his bitterness. "I kept asking myself, 'Why me? Why did my marriage fail?'"

Sylvain was an experienced cook and even though he was drinking alcohol heavily, it did not interfere with his job. Through his work he also developed some friendships in the entertainment community, friendships which fed his addiction.

"At the time, it seemed an attractive, glamorous

lifestyle. On the outside, I looked happy, but on the inside, it was like I was alone in the middle of a crowd."

To escape these influences, he moved to Halifax. Sylvain wanted to forget the past and start a new life. While travelling to Moncton, he visited the shelter at Harvest House and "I knew this was my place! Brian (Connelly) explained the purpose of the shelter to me, and I had never experienced a church at street level before. I liked how the recovery program was structured, too: 12 guys lived together, studied the bible together, and did work detail in the afternoon. I entered recovery and began rebuilding my life."

Sylvain made it through the program and today, he works as an intern at Harvest House. "I apply structure and discipline for the recovery participants," he says. "I also talk about issues with them, pray with them or help them find other resources. I am 50 percent the eyes of the leadership, and 50 percent the ears that the guys need."

He is estranged from his four children, a consequence of his addiction. "I have been very concerned about my relationship with them," he says, "I'm the one who messed up. My wife was angry with me, but the Lord has restored her and given her what she needed. I believe God is taking care of my children, and I hear Him say, 'Don't worry.' I believe He will one day restore those relationships."

Today Sylvain has purpose, and hope for the future. "I don't want to have false confidence, but it

helps to see my own life through the new guys who arrive on the doorstep. They remind me what life used to be like and I want to keep my feet on the ground. My past is like a school lesson I have to remember. I use it to help other people in need.”

He’s also learned that material things cannot buy happiness. “I was making a good salary when I worked in Quebec, but today my budget is much, much lower,” he said, with a crooked smile. “Now, I live in a small room, with a bed, a drawer, a dresser. But I’m happy! I am no longer crying on the inside. I have *real* friends—it’s not a façade with them. They don’t hide anything. When they’re happy, they’re really happy. When they’re in a bad mood, they show it. Today, I’m always facing the truth.”

Brian’s Story

Dealing with his gut issues

Brian Connolly’s father was an alcoholic. He often drank alone in the rec-room of their home between shifts as a regional comptroller for Air Canada. Like a military family, they moved every two and a half years.

Brian, his mother and his two sisters were deeply affected by his father’s drinking. “I watched him function under extreme stress,” Brian says, drawing fingers through his silver hair.

“As a kid, I remember watching him and thinking, ‘I will never do that. I will never drink like that!’”

But Brian followed in his father’s footsteps, anyway. He joined Air Canada also and found the staff maintained a party atmosphere amid constant shift work. All his friends were hard-working, hard-playing people in the travel industry.

His wife also travelled a great deal in her job as a scallop biologist. Combined with his shift work in Halifax, they rarely saw one another. His job in customer sales and service was very stressful, and the first thing he needed to do when he got home

was to have a few belts.

“Responsibility equals pressure and for me, pressure equaled drinking. I did my job well, even though I drank constantly. It meant I often came to work with a hangover, but I was still able to function. So I didn’t think I really had a problem.”

His marriage ended and sometime later, Brian transferred to Winnipeg. He worked there until he accepted a buyout and moved to Moncton. He started a company providing senior care.

It did well, but when he sold the business, the power of his addiction really began to show. With no work to do, drinking filled up all his hours, along with an overwhelming sense of fear and helplessness. “My self-esteem was shot,” he said.

Brian was petrified of the long-term health consequences of alcoholism. His marriage had broken down, his father died of cancer, and his addiction estranged him from his family.

Thus began a cycle of visits to detox centers. After being dry for a year, he slipped. At detox once more, a place Brian says “is not a counseling center,” he met a Harvest House worker who invited him to take part in their recovery program.

Brian said yes, and Harvest House became the place to deal with his past. Because exploring Christianity is a part of the program, he participated in daily bible studies, which he found difficult at first. “But the more I read, the more relevance I found for my life and my attitude.”

After the minimum recovery term of six months was up, he wasn’t ready to leave. He stayed on for another month, and Brian still wasn’t sure what to do with the rest of his life. Now that he had freedom, what was he going to do with it? He loved the close relationships he’d formed, and he didn’t want to leave his newfound family.

Because of his background in administration and finance, Director Cal Maskery asked him to stay on as an office administrator, a position that was a missing piece in the organizational pie. Brian accepted.

After so many years of disconnection, he finally found a home. “I’ve been dry for two years, I’ve

regained weight, and I can still put a sentence together,” Brian says with a grin. “Harvest House helped me deal with my gut issues and made me comfortable in my shoes. The greatest thing about today is how good I feel: mentally good, physically good, and spiritually good. I can’t imagine going back to the life I used to live.”

News Release Sample

Samantha Robichaud headlines at Moncton's new "Boomers Revolution" trade show, September 25 and 26.

Moncton, New Brunswick, August 16, 2010— Being a baby boomer in the 21st century will be the focus of new trade show called "Boomers Revolution" at the Moncton Coliseum September 25 and 26.

New Brunswick fiddling sensation Samantha Robichaud will make an appearance while visitors enjoy workshops and displays tailored to reflect the interests of boomers.

Organizers promise the event will be upbeat, informative, and help focus baby boomers on the next phase of their lives.

Trade show manager Nancy Blanchard sums up the impetus behind the show. "The boomer generation has always been an economic and social force, and as we work our way through middle age, we're proving that we still are," she says.

It's not just about lifestyle planning and retirement education: other companies and workshops participating in the event will address the health, fitness and social concerns of the modern boomer. Belly dancing, dressing for your body type, sexual health for empty-nesters, and adventure travel will be among the workshops featured.

Workshop presenter Gary Howard of CAA Travel says "adventure travel" is a term coined for boomers who want to explore remote or exotic areas, and includes two of the following options: a physical activity, a cultural exchange, or interaction and engagement with nature. "Boomers lead very active, busy lifestyles and like this in their travel—although sometimes they just want to lie on the beach. Soft adventure gives them the comforts of luxury, but an active vacation."

A first for Atlantic Canada will be a display called the "Giant Colon," the Colorectal Cancer Association of Canada's 40' foot replica of the human colon. Visitors are invited to walk through the educational exhibit, created to promote awareness of colorectal cancer and to encourage screening poli-

cies across Canada.

For some 597,000 Maritimers born between 1945 and 1965, being a boomer has distinct advantages. On average, they are healthy, wealthy and expected to live longer than any generation before them. They represent the largest demographic in Canada, and have continued to dominate lifestyle and consumer trends for more than half a century.

There are still booths available for Maritime companies who would like to participate in the two-day event. For more information, visit www.boomersrevolution.com or contact Nancy Blanchard, Blanchard@compartevents.com.

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Pictures of the giant colon can be seen here: <http://www.colorectal-cancer.ca/gallery/zoomer/>