

# THE BOOMER REVOLUTION

PREMIERES

★ THURSDAY FEB 28 ★

9 P.M. ET/PT

050

ON CBC TV'S "DOC ZONE"



A DOCUMENTARY BY DREAMFILM PRODUCTIONS

In association with CBC Television

FOR FURTHER INFORMATION, PLEASE CONTACT

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click on the page numbers to navigate

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# Short Synopsis

In the 60s, baby boomers changed the world. In their 60's, they just may do it again. The largest and wealthiest generation ever born is now leading a massive shift in what it means to get old. Boomers – who make up almost a third of Canada's total population - are now in their 50s and early 60s, but are enjoying a longevity bonus because life expectancy has gone up more than thirty years in the last century. What will they do with their extra years? How long will they work and where will they live? Can they even afford to retire? A Dreamfilm Production, **"The Boomer Revolution"** premieres **Thursday, February 28 at 9 p.m. ET/PT** on CBC Television's **"Doc Zone"**.

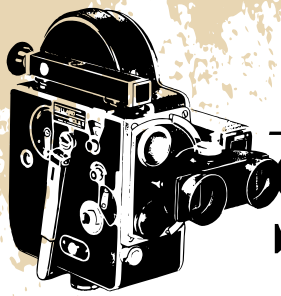
**BROADCAST DETAILS:** **"The Boomer Revolution"** airs Thursday, February 28 at 9 p.m. ET/PT on CBC TV's **"Doc Zone."**

## LOGLINE

Baby boomers turned on, tuned in and dropped out – and now they are revolutionizing what it means to get old.



[CLICK HERE TO DOWNLOAD VIDEO](#)



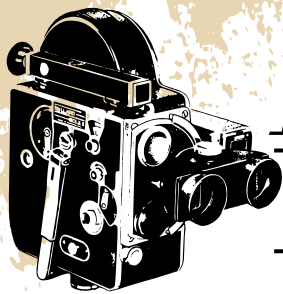
# Long Synopsis

Once known as the generation that questioned authority, raised its consciousness, and dropped out of the mainstream, the baby boom generation now IS the mainstream. Boomers are 30% of the Canadian population, more than 10 million people altogether – the largest generation in our history. The new CBC documentary “The Boomer Revolution” explores how baby boomers, who are now in their 50s and 60s, are transforming what it means to get old. Aging and retirement will never be the same again.

Life expectancy has gone up over thirty years in the last century – and the “Freedom 55” concept of retirement seems to have evaporated amongst boomers. They either cannot afford it or feel too young and energetic to stop working. Many boomers were hit hard by the recession, and have high debt and low savings. That increases fears that the “age wave” of ten million Canadian boomers could become a tsunami, drowning us all in skyrocketing pension and healthcare costs. Yet collectively, Boomers are the wealthiest generation in history, and control two-thirds of all consumer spending. The decisions they make over the next twenty years about how to spend their money and their time, how long they’ll work and where they’ll live, will completely reshape our world.

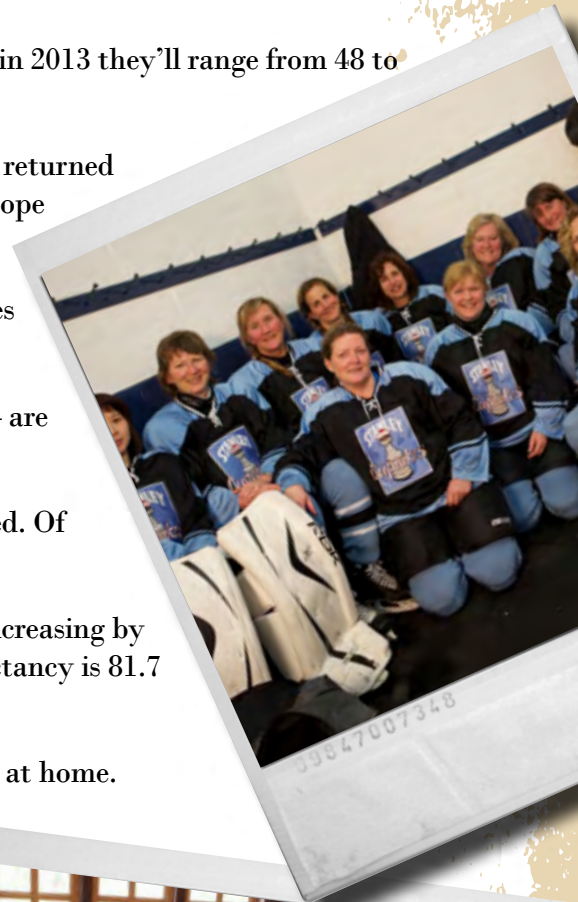
“The Boomer Revolution” tells the stories of a diverse range of boomers – including Canadian supermodel Dayle Haddon, now living in New York and still modelling, while also travelling extensively as a UNICEF and WomenOne ambassador; Toronto actor Barry Flatman, who once appeared in “Freedom 55” commercials but is still a working actor in his early 60s, with no intention of retiring; and single grandmother Shirley Gust, struggling to stay afloat while juggling several part-time jobs. Experts who weigh in on the future of the boomers include David Foot, Professor Emeritus of Economics at the University of Toronto, who wrote the unofficial “textbook” about boomers, “Boom, Bust and Echo”; gerontologist Dr. Ken Dychtwald; innovation expert and TrendHunter.com CEO Jeremy Gutsche; and Marc Freedman, CEO and founder of Encore.org, a nonprofit organization working to promote meaningful careers in later life.

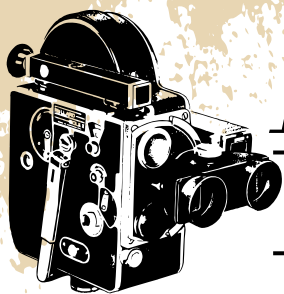




# Boomer Revolution Facts

- In Canada, baby boomers were born from 1946 to 1965. That means in 2013 they'll range from 48 to 67 years old.
- The baby boom occurred after the end of World War II. The soldiers returned home, the economy began to turn around, and work was plentiful. Hope and optimism meant lots of happy couples - and lots of babies.
- The baby boom lasted almost 20 years. In that time, 8.2 million babies were born in Canada – 1 birth every 73 seconds!
- According to the 2011 census, 9.6 million – or 3 out of 10 Canadians – are classified as boomers.
- The majority of boomers in Canada – about 76 percent – are employed. Of those, about 81 percent work full – time.
- Life expectancy has increased by 30 years in the last century and is increasing by approximately two years every decade. The current average life expectancy is 81.7 years in Canada.
- 64 percent of boomers with children still have at least one child living at home.
- More than one-half of boomers are still paying off mortgages.
- Boomers control 2/3 of consumer spending. They are the largest retail market in several consumer areas including travel, real estate, health, beauty and automotive.
- 47 percent of boomers say their primary personal concern is that they never seem to have enough time.
- According to a new IPSOS/REID poll, Canadian baby boomers (89%) rival younger Canadians (99%) in their levels of internet use.





# Boomer Revolution Links

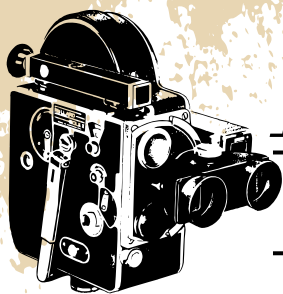
- Statistics Canada Census  
<http://bit.ly/NOAgQ4>
- Ipsos-Reid poll about baby boomers  
<http://bit.ly/SNDzbc>
- Economist David Foot's website  
<http://bit.ly/qFJT3B>
- Marketer Lina Ko's website  
<http://bit.ly/vjzPyE>
- Human Resources and Skills Development Canada  
[www.hrsdc.gc.ca](http://www.hrsdc.gc.ca)
- For full information on "The Boomer Revolution", please visit:  
<http://dreamfilm.ca>
- Watch the promo:  
The Boomer Revolution on YouTube
- Join the conversation on our Facebook page:  
<http://www.facebook.com/TheBoomerRevolution>
- Tweet with us @BoomerRev:  
<http://twitter.com/BoomerRev>



## FACT



Canadian families had an average of 4 children during the baby boom years.



# Expert Bios

## KEN DYCHT WALD

[www.agewave.com](http://www.agewave.com)

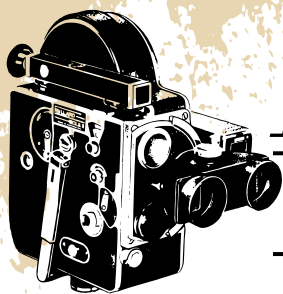
For more than 35 years, Dr. Ken Dychtwald has been recognized as one of North America's foremost experts on the lifestyle, marketing, health-care and workforce implications of the age wave. He is a psychologist, gerontologist, and best-selling author of sixteen books on aging-related issues, including *Bodymind*, *Age Wave: The Challenges and Opportunities of an Aging Society*, *Age Power*, *The Power Years: A User's Guide to the Rest of Your Life*, and *Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent*. His most recent book is entitled *A New Purpose: Redefining Money, Family, Work, Retirement and Success*.

## DAVID FOOT

[www.footwork.com](http://www.footwork.com)

David Foot is Professor Emeritus of Economics at the University of Toronto, and the author of the best-selling books *Boom Bust & Echo: How to Profit from the Coming Demographic Shift* and the updated paperback, *Boom Bust & Echo: Profiting from the Demographic Shift in the 21st Century*. The books are based on his research on the economic impacts of demographic change and on the resulting implications for both private and public policies. His books have sold over 300,000 copies in Canada and were on the Canadian best-seller lists for over 3 years. Foot addresses issues from a global perspective, having been born in England, raised in Australia, educated in the United States (Ph.D. from Harvard) and living in Canada. He explores how changing demographics, especially the aging of the massive boomer generation and the coming into the marketplace of their children, the echo generation, are redefining society's needs.





# Expert Bios *contd.*

## MARC FREEDMAN

[www.encore.org](http://www.encore.org)

Marc Freedman is CEO and founder of Encore.org, a nonprofit organization working to promote encore careers – second acts for the greater good. He spearheaded the creation of Experience Corps, now one of the largest nonprofit service programs engaging people over 55, and The Purpose Prize, which annually provides five \$100,000 prizes to social innovators in the second half of life. Freedman has been recognized by Fast Company magazine three years in a row as one of North America's leading social entrepreneurs. He is the author of several books, including most recently *The Big Shift: Navigating the New Stage Beyond Midlife*.

## JEREMY GUTSCHE

[www.trendhunter.com](http://www.trendhunter.com)

Jeremy Gutsche is an innovation expert, author, sought-after keynote speaker, and the founder of TrendHunter.com, the world's largest, most popular trend-spotting website. Before his dot-com success, Gutsche grew a \$1 billion business, studied innovation at Stanford, completed an MBA from Queen's University, became a Chartered Financial Analyst, and graduated as a Chancellor Scholar from The University of Calgary, where he was later awarded Graduate of the Decade. Winner of many innovation and entrepreneurship awards, Gutsche started Trend Hunter because he wanted to build a home for new business ideas and creativity. Trend Hunter features a daily dose of micro-trends, viral news and pop culture, and is a source of inspiration for industry professionals, aspiring entrepreneurs and the insatiably curious.





# Production Bios

## SUE RIDOUT

*Director, Writer, Producer*

Sue is a broadcast journalist, director and producer who spent twenty award-winning years in network news and current affairs at both CTV and CBC Television, before becoming an independent producer in 2001. Since then she has directed, written and produced documentaries on a wide range of subjects, from intimate biographies to health issues and socio-cultural explorations. Of all the awards on her shelf, the one that means the most is the Gemini Award for Best Biography Documentary for "Peace Warrior," her documentary about Canadian soldier Trevor Greene. Sue is a boomer, and happy to say she's right smack in the middle of the 20-year generation.



### FACT



40 percent of boomers  
now say they aim to  
retire later than planned.



# Production Bios

## CAROLINE BUTLER

*Writer, Producer*

Caroline Butler switched to documentaries from her previous career as a producer, writer and researcher at CBC Television News. Since 2008, she has worked as a researcher or story producer on five documentaries. The “Boomer Revolution” is her fourth Doc Zone project. Caroline self-identifies as Gen X, but is boomer-friendly.



### FACT



The average retirement age is expected to reach 68 within five years.



# Production Bios

## SARA DARLING

### *Producer*

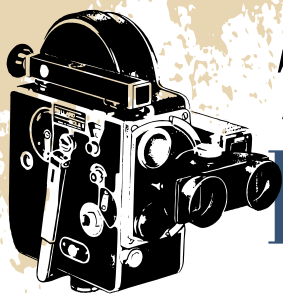
Sara has been a journalist for 20 years, starting her career as a newspaper writer in Ottawa. Then came a stint in Canada's North, where she worked for almost five years for newspapers and the CBC. She moved to Vancouver where she worked for 8 years as a reporter and producer at both CBC Radio and Television. She has produced and written dozens of radio and television documentaries, and has received a number of awards including a New York Festivals Gold Medal and a Gemini Award. Sara just squeaks under the wire as a "trailing-edge" boomer.



### FACT



About one quarter of boomers have parents who require their assistance on a regular basis.



# *The Production Company* **DREAMFILM PRODUCTIONS**

Dreamfilm Productions is a Gemini Award-winning film production company in Vancouver that specializes in thought-provoking documentaries. Established in 2001 by acclaimed broadcast journalist Sue Ridout, Dreamfilm delivers high-impact documentaries that tackle subject matter with both sensitivity and journalistic integrity. In just over a decade, Dreamfilm has built an impressive roster of 15 award-winning documentaries, including “The Downside of High” (2010), broadcast on CBC’s *The Nature of Things* and winner of the prestigious Gold World Medal for Best Health & Medicine documentary at the 2011 New York Festivals; “X-Cars” (2011), a two-hour documentary special for the Discovery Channel, which earned two Gemini nominations; and the Gemini Award-winner “Peace Warrior” (Best Biography Documentary, 2009) which followed Canadian soldier Capt. Trevor Greene as he struggled to recover from a devastating brain injury suffered in Afghanistan. Dreamfilm’s documentaries have been broadcast in more than 125 countries around the world, and are used extensively as educational tools in colleges and universities.

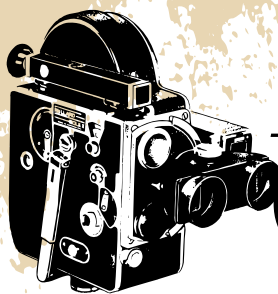
Dreamfilm Productions is based in Vancouver, British Columbia. For a full roster of productions or more information, please visit [www.dreamfilm.ca](http://www.dreamfilm.ca).



## **FACT**



About 62 percent of boomers have held down two or more jobs at the same time.



# *Production* Credits

Directed by  
SUE RIDOUT

Sound Design  
EWAN DEANE

Produced by  
SUE RIDOUT  
SARA DARLING  
CAROLINE BUTLER

Location Sound  
PATRICK BRERETON

Narrator  
ANN-MARIE MACDONALD

Production Coordinator  
ALISON HILL

Written by  
SUE RIDOUT  
CAROLINE BUTLER

Research  
CAROLINE BUTLER  
SARA DARLING

Editor  
TIM WANLIN

Story Editing  
CAROLINE BUTLER  
HELEN SLINGER

Director Of Photography  
JOHN COLLINS

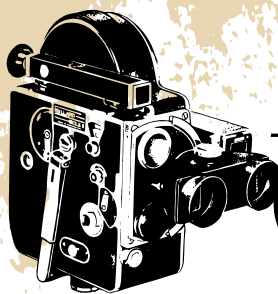
Graphic Design & Animation  
ERWIN CHIONG

Additional Directing  
CAROLINE BUTLER  
SARA DARLING  
BRUCE MOHUN

Additional Animation  
VERN GIAMMARTINO

Music Composer  
DANIEL SÉGUIN

Additional Camera  
MAX LINDENTHALER  
TED CANNEM  
GREG POSCHMAN  
MARK HAMMOND  
TRONA GARVIE



# Production Credits

Additional Sound  
BROOKE THOMSON  
LISA KOLISNYK  
JON GOODMAN

Online Editor & Colorist  
LORNE WRIGHT

Post-Production Supervisor  
ALISON HILL

Additional Graphics  
TIZ BERETTA

Archival Research  
PAULA SAWADSKY  
SANDRA MENDENHALL

## Archival Material

CBC Vancouver  
The Prelinger Archive  
F.I.L.M. Archives, Inc.  
“Bumps for Boomers” – BCF  
U.S. Fund for UNICEF  
Sun Cities Area Historical Society / Del Webb  
Sun Cities Museum  
Freedom 55 Commercials © London Life Insurance Company, all rights reserved  
Time Magazine, Volume 172, No. 5, August 4, 2008  
Vanity Fair No. 593, January 2010

More Magazine, April 2009

Health, June 2012

“Theme music” © Hinterland Who’s Who, 2003, courtesy of the Canadian Wildlife Federation and Environment Canada, HWW.CA

Special Thanks  
BRENT GREEN  
LINA KO  
LISA TAYLOR

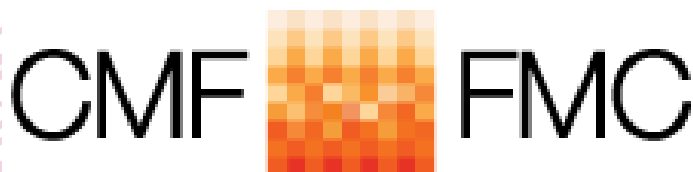
FOR CBC

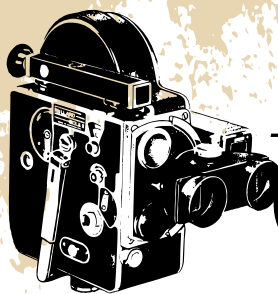
Senior Producers  
LEORA EISEN  
LINDA LAUGHLIN

Executive Producer, Doc Zone  
MICHAEL CLAYDON

Executive Director, Documentary Programming  
MARK STAROWICZ

Produced with the participation of the





# Production Credits

Produced with the participation of the

**ROGERS**

Documentary Fund



Produced with the participation of the

Province of British Columbia  
Film Incentive BC

The Canadian Film or Video Production Tax  
Credit Program

**Canada** 

Produced by



In association with the  
Canadian Broadcasting Corporation



**CBC**

<http://cbc.ca/docs>

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