



For Immediate Release
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**TOP SIXTY OVER SIXTY Joins Allies Across the Globe in Celebration of
1 October 2022 United Nations International Day of Older Persons
and
7 October 2022 Ageism Awareness Day**

OTTAWA, Canada — TOP SIXTY OVER SIXTY along with the American Society on Aging (ASA) and other organizations will celebrate Ageism Awareness Day on 7 October 2022. Modelled after the United Nations' International Day of Older Persons on 1 October 2022, Ageism Awareness Day provides an opportunity to draw attention to the existence and impact of ageism in our society.

As stated by the President/CEO of ASA, "Aging is not a problem. Ageism is".

A few facts about ageism which affect and harm every age:

- There are many forms of ageism including internalized, cultural, implicit and benevolent.
- Ageism decreases the quality of life and can shorten lifespans by [7.5 years](#).
- Although it is universal, people do not take ageism as seriously as they do other forms of inequity although it exacerbates all other "isms".
- In the media, underrepresented older adults most often reflect negative stereotypes.
- According to the United Nations, on a global scale, [one in two people are ageist](#).

The most widespread and socially accepted form of prejudice, ageism is defined by the World Health Organization as "the stereotypes (how we think), prejudices (how we feel) and discrimination (how we act) towards others or oneself based on [age](#)." Evidence shows ageism is widespread in society and can be found everywhere, from our workplaces and health systems to stereotypes we see on TV, in advertising and in the media.

"Age is the unifying force that intersects with all identities", says Helen Hirsh Spence, Founder and CEO of TOP OVER SIXTY. "Ageing is a process which begins at birth. It represents 'living'. Today, we are enjoying longer lifespans and longer health spans than ever before. Increasing numbers of older adults (65+) have already become today's demographic trend. Media and advertising have idolized youth at the expense of experienced, older persons for too long. Now is the time to promote age equity".



EVENT

Join TOP OVER SIXTY for an open forum with participants of all ages. We will discuss ageism, how it impacts all of us, and how we can work together to reframe the negative narrative of ageing to a positive one. Register [here](#) for this free online event on Friday, 7 October 2022 at noon.

About TOP SIXTY OVER SIXTY

TOP SIXTY OVER SIXTY is a social enterprise providing businesses and organizations with the tools and training to address ageism and promote age equity.

For further information about TOP SIXTY OVER SIXTY, visit our website at <https://www.topsixtyoversixty.com>