

Znaimer in Muskoka to help launch CARP

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Look up a definition of “entrepreneur” and you just might find a photograph of Moses Znaimer.

Well known as a Canadian media visionary, Znaimer is hard at work these days instilling a new vision of aging for 15 million Canadians who are 45-plus. His enterprising efforts are being delivered through the national, member-based advocacy group CARP (Canadian Association of Retired Persons) and Zoomer Media (television and radio stations, a national magazine, websites, conferences and tradeshow).

“Describing Moses Znaimer as a visionary is really fitting,” says Be My Guest host Peter Jennings. “After all, we’re talking about a man who’s imagination has been at the core of starting over 20 television enterprises such as City-TV, City-Pulse 24, Bravo and MuchMusic.”

Znaimer has worked with broadcasters in Argentina, Colombia, Finland and Spain.

“Long before the dawn of YouTube and Instagram, he anticipated the popularity of viewer-generated content, leading to impressive innovations like first-person, hand-held videography news reporting and opinions expressed on the air via *Speaker’s Corner*,” says Jennings.

“Such is his renown that there’s a part of Queen Street in Toronto named after him: Moses Znaimer Way. That in itself is pretty impressive.”

As the President of CARP, Znaimer



Moses Znaimer, a Canadian media pioneer who helped start several television channels, including MuchMusic and Bravo, will be the next visitor for Be My Guest.

oversees a network of 55 chapters and 300,000 members.

He’s also the founder, president and CEO of ZoomerMedia. That company publishes the monthly *Zoomer* magazine, which has become the largest paid circulation periodical in Canada for people

who are 45-plus.

The company also produces consumer trade shows that reflect the Zoomer lifestyle, as well as an annual conference featuring talks on aging, longevity and life extension.

“All this, by the way, from a guy who’s

in his 70s,” says Jennings. “Clearly the head of an association for retired persons sees no reason to be retired himself.”

CARP is introducing a new Muskoka chapter in April and Znaimer’s Be My Guest appearance will be preceded by a meet and greet where members of the public can spend time with the CARP president and staff. Be My Guest is sponsored by *What’s Up Muskoka* and *Muskoka Magazine*.

“When I contacted them about having Moses as a guest,” says Jennings, “they told me about their plans to introduce the new chapter and asked if I would be open to combining their event with mine. It made sense to me. So at 6 p.m. on April 29, in the newly-renovated Riverside Inn, CARP will welcome guests with drinks and hors d’oeuvres and then at 7:30 p.m. we’ll have Be My Guest in the same location.”

Because the Association is looking after costs for the event, it is unnecessary for Be My Guest to rent space, resulting in this edition of the program being free.

“I’m really looking forward to sitting down with Moses,” says Jennings. “He and Adrienne Clarkson interviewed me on CBC-TV’s *Take 30* back in the 1960s, when I produced what was then Canada’s first feature length student film. It’s taken all this time to re-connect!”

As usual, Jennings will include an opportunity for members of the audience to ask questions.

Photograph: Courtesy Peter Jennings

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