



A FESTIVAL FOR  
MODERN AGEING

Saturday 7 October  
to Friday 27 October

COTA 

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FOR IMMEDIATE RELEASE  
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## **Every Generation Festival comes of age for its 50<sup>th</sup> year – welcome to ZestFest 2017!**

Every Generation Festival, South Australia's annual, statewide festival designed to celebrate modern ageing, has come of age with the launch of a brand new name and look to mark its 50<sup>th</sup> anniversary.

**ZestFest**, which will be held between October 7 – 27, will feature a series of curated events and more than 250 'fringe' events throughout the State to celebrate, challenge and connect older South Australians.

The Festival, which is powered by COTA SA, is expected to attract thousands of people to the celebrations.

COTA SA Chief Executive Jane Mussared says it's an exciting time for the Festival, which has come a long way from its inception as Seniors Week in 1967.

"ZestFest is an opportunity to embrace and own modern ageing, while helping to challenge the stereotypes that limit our thinking about growing older," Ms Mussared said.

"As a major event, the new festival will reflect the vibrancy of our state, give meaning to our ageing well promise and create a compelling destination for all people, including Baby Boomers, to "own" their ageing delightfully, creatively and with lots of fun!"

Driving ZestFest 2017 will be newly appointed event coordinator Jayne Boase, a long-time arts manager.

"I'm thrilled to have joined ZestFest and for the unique opportunity to shake up and breathe new life into this important festival for South Australia," Ms Boase said.

"People are changing the way they think about ageing, we're no longer ruled by this idea that we have to sacrifice our lifestyles due to our age, and that's something to celebrate."

The Positive Ageing Awards, which recognise and celebrate the many individuals, groups and organisations that contribute to the health and wellbeing of older South Australians, will close out ZestFest on Friday, October 27.

The ZestFest 2017 program will be officially launched later in the year. To keep up to date, go to <https://cotasa.org.au/zestfestsa/>

**COTA SA is an older people's movement run by, for and with older people. COTA SA represents the aspirations, interests and rights of 590,000 older South Australians, with 17,000 individual members and 250 organisation members. In 2017 COTA SA turns 60.**

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