

**For immediate release:**

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**Strong Message to Media, Marketers in World Economic Forum's Ground-breaking Book**  
*Chapter by ICAA founder Colin Milner challenges communicators to help transform perceptions of aging*

In a newly released book from the World Economic Forum's Global Agenda Council on Ageing Society, contributors from major health organizations and governmental agencies make recommendations aimed at addressing the challenges—and capturing the potential benefits—of population aging.

“It's evident from the research in the book—and underscored in our chapter, *The Media's Portrayal of Ageing*—that media and marketers have helped perpetrate negative perceptions,” says Colin Milner, founder and CEO of the International Council on Active Aging. “We've also shown that these same entities can help drive transformation by changing the way they themselves perceive aging. A key incentive is financial benefit—creating marketing messages that resonate with older customers means that more customers will be buying your products.”

According to Klaus Schwab, founder and executive chairman of the World Economic Forum, the book “is the product of a true collaboration among the business, political, academic, and other leaders of society,” bringing together “perspectives from multiple stakeholders to provide a broad range of views on the issues for policy-makers, business, and political leaders.”

Milner notes, “I am honored to contribute to a book that has the potential to make a powerful impact on how organizations view and respond to population aging. I urge the companies and government ministries who receive the book to read it, digest its implications, and act on its recommendations.”

Download *Global Population Ageing: Peril or Promise?* (World Economic Forum, 2012) at [www.icaa.cc/wef.htm](http://www.icaa.cc/wef.htm)

**About Colin Milner**

Colin Milner is founder and chief executive officer of the International Council on Active Aging® (ICAA), a member of the World Economic Forum's Network of Global Agenda Councils, and an adviser to, among others, the US Department of Health and Human Services, US Administration on Aging and the US National Institute on Aging. Milner has been involved in the health and fitness industry since 1982. Prior to establishing ICAA in 2001, he was president of IDEA Health and Fitness Association. Milner's efforts were recognized by the Canadian Fitness Professional Association in 2010 with the Can-Fit-Pro Lifetime Achievement Award for his contributions to the Canadian fitness industry.