

## **SilverSource Breakfast on Investment and Innovation for Seniors Services and Products Coming Oct 17**

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Innovators, entrepreneurs, investors, senior advocates and all who are just curious are invited to attend a breakfast meeting in Stamford about growing business opportunities in providing services and products to the rapidly growing senior population.

The event, organized by the Stamford nonprofit SilverSource, takes place Tuesday morning, Oct. 17.

*Here's an announcement about the event from SilverSource:*

Innovators, entrepreneurs and investors are quickly changing the way we live. That's good news for older adults and millennials who can anticipate living longer with greater support and convenience.

All are invited to attend the third annual SilverSource Autumn Breakfast, showcasing the exponential growth of investment opportunity, new products, and services that will improve the lives of older adults around the world. The event is part of a breakfast series designed to raise awareness of issues and solutions for older adults and families.

Guest speaker Crispin Baynes, co-director of the New York Chapter of Aging 2.0, will lead the conference, followed by an interactive panel discussion. The event takes place from 7 to 9 a.m., Tuesday, Oct. 17 at the Crowne Plaza Stamford Hotel, 2701 Summer St. in Stamford.

The panel discussion, a new feature this year, begins at 9:30 a.m. Attendees will enjoy opportunities to

network with CEOs, investors, entrepreneurs and tech professionals.

Visit [this Web page](#) on the SilverSource website to purchase tickets, beginning at \$75., and learn about sponsorship opportunities.

“Innovators and investors alike are recognizing the socio-economic opportunities for products and applications benefitting retirees and the Baby Boomer generation,” said Kathleen Bordelon, executive director of SilverSource. “It’s incredibly exciting, because the advances in technology coming out of this period will redefine the way we live.”

There are roughly 76 million Baby Boomers living in the United States today, representing an estimated 25 percent of the U.S. population. “This event will help to change the conversation about aging into a conversation about longevity, where challenges become opportunities,” said Bordelon. “Most of us want to retire where we currently live and many of these innovations will help to make that possible.”

In addition to the panel discussion, winners of the 2017 SilverSource Awards will be honored for their contributions to bettering the lives of Fairfield County’s older residents.

Winners, Roni Lang of Greenwich, Jim Lisher of New Canaan, Elder House in Norwalk and Pat Knebel of the Southwest Connecticut Agency on Aging will be honored.

Information about the winners can be found at [this Web page](#) on the SilverSource website. Proceeds from the event will provide critical funds for older adults and elderly orphans in need of direct community support.

SilverSource would like to thank its generous sponsors: First County Bank, Yale New Haven Health/Greenwich Hospital, Purdue Pharma, and media sponsors Fairfield County Business Journal, Westchester County Business Journal and Stamford Magazine/Moffly Media.

### **About SilverSource Inc.**

SilverSource, formerly known as Senior Services of Stamford, was founded in 1908. It is an independent, nonprofit foundation that advocates for older adults and provides case management, emergency financial assistance and other services to positively improve the quality of life for people over age 60.

In addition, SilverSource is an information resource center and referral source for older adults and their families. SilverSource, Inc., is a 501(c) 3, is located at 2009 Summer Street in Stamford, CT 06905. For more information visit [www.silversource.org](http://www.silversource.org) or call 203.324.6584.