**News Release -**

**NABS Canada provides an innovative opportunity for a mid-career jump start**

**Toronto, March 30, 2016** — With the recent changes in the job market for the advertising, marketing, media and broadcast industries, the National Advertising Benevolent Society (NABS) announced today an unprecedented opportunity for 10 mid-career professionals to participate in a unique skills development workshop.

The **NABS RIPE Workshop** will take place in Toronto this April and helps industry professionals who are 45 years old and older who have lost their jobs or who are contemplating what comes next in their career.

NABS continues to support over 1,400 families a year from every region of Canada, 50 per cent of whom are challenged due to financial difficulty, illness and the fallout of dramatic industry losses and shifts. This workshop is the latest example of how NABS is poised and ready to help.

“Two trends are converging: dramatic changes in the advertising industry and an aging population,” said Louise Bérubé, NABS Director of Allocations and Services. “As a result, NABS is seeing an increasing demand from professionals in our industry for help at this pivotal stage of life. We wanted to offer a practical, effective response.”

NABS worked closely with career coach and speaker Julia Moulden to design this innovative program exclusively for people in the industry after holding a successful pilot session last fall.

“Workshop participants will learn how to make a successful transition to the next phase of their careers,” said Julia Moulden, author of *RIPE: Rich, Rewarding Work After 50*. “Whether they need to land something right away or are making their plans for their future.”

A RIPE pilot participant summed up her experience, saying, “This workshop saved my life. I’m now prepared for—and really looking forward to—the years ahead.”

Each NABS RIPE Workshop will offer two days of group sessions and four hours of one-on-one coaching with Julia. Participants will learn the following:

* How to challenge conventional thinking about aging;
* Tap into their hard-earned knowledge, skills and resources;
* Leverage—and add to—their networks;
* Make a successful transition to a new role.

“We chose Julia to work with us because she helps people acquire the tools they need for this stage of life,” said Louise Bérubé. “She will also help them connect with their deepest values, so that they can move toward work that is meaningful and satisfying.”

NABS is calling for applicants for its RIPE workshop to be held on Tuesday, April 19, 2016, and Friday, April 22, 2016, in Toronto. Participants must be available to attend on both dates. Aspiring participants will be asked to submit to NABS a one-page letter outlining why they should be selected. Submissions will be reviewed by NABS and successful applicants advised **no later than April 8, 2016**.

For more information and testimonials from our inaugural NABS RIPE Workshop visit:

<http://nabs.org/en/get-help/RIPE>

Twitter: [@NABS\_Canada](https://twitter.com/NABS_Canada), #RIPEforChange

Facebook: [NABS Canada](https://www.facebook.com/pages/NABS-Canada/113033972042210)

For more information, or to speak with Louise Bérubé or Julia Moulden, please contact:

Mark Neves

[mneves@nabs.org](mailto:mneves@nabs.org)

416-962-0446 X 223

**ABOUT NABS Canada**

NABS.org is the only charitable group in Canada set up exclusively to provide career-long support to professionals in the Advertising, Marketing Media and Broadcast industries in Canada. NABS is 100% industry supported, and has chapters in British Columbia, Alberta, Ontario and Quebec, providing services in all provinces for more than 32 years.

**ABOUT JULIA MOULDEN**

Julia Moulden is a thought leader and the author of three books about emerging workplace trends including ***RIPE:*** *Rich, Rewarding Work After 50—Your Guide to the Next, Best Stage of Your Life* (2011). Thousands of people on four continents have heard Julia speak about the power and beauty of the human spirit and how to find meaningful work after 50. As a coach, she has helped hundreds of men and women transition to a new—and more satisfying—phase of their careers.