

FOR IMMEDIATE RELEASE  
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## **ZestFest is back to challenge and celebrate modern ageing**

ZestFest, the annual festival designed to celebrate, challenge and connect older South Australians, starts today with more than 200 curated and fringe events to be held throughout the state from October 10 – 26.

Powered by COTA SA, this year's Festival marks 51 years since it began as Seniors Week and then more recently, Every Generation Festival.

Festival Director Jayne Boase says the Festival presents an opportunity to embrace and own our longer lives, while challenging the outdated stereotypes that have attached to ageing as it used to be and inventing a version of older that suits our modern lives.

"It is accepted that art and culture can build movements, turn stereotypes on their heads, lead and provoke, imagine and inspire, and disrupt and disturb – this is the very essence of ZestFest," Jayne said.

"The events will explore the concept of ageing in all its diversity, while challenging expectations and cultural norms to ignite change in the systematic supports for older people.

"ZestFest 2018 provides a jam-packed program with something for everyone."

This year's festival features more than 200 events across metropolitan Adelaide and in regional areas such as Renmark, Cummins, Normanville and McLaren Vale.

Among the curated events this year is the ZestFest Oration by leading health expert Dr Norman Swan, to be held in the Adelaide Town Hall on Tuesday 23 October from 6:00pm to 8:00pm.

Dr Swan's oration Busting the Ageing Myth will provide an historical perspective of our longevity, describe the changes that have taken place and their impact and then, emphatically, debunk the myth that we are an ageing society.

Another highlight will be the Zestfulness workshop, a half-day workshop held on Wednesday 24 October from 10am – 1.00pm at the Grainger Studio on Hindley Street in Adelaide. Hosted by Amanda Blair and a range of speakers who will explore identifying, embracing and nurturing the zest in your life.

Other ZestFest 2018 highlights include a hosted wine tasting at the D'Arenberg Cube, a guided tour of the Daalder Collection of Contemporary Jewellery at the Art Gallery of South Australia, Now. It's your turn... a talk by older artists who have reinvigorated their practice and Tenx9, a free storytelling event where 9 people tell a true story of up to 10 minutes around the theme, My Place.

COTA SA Chief Executive, Jane Mussared, says ZestFest provides new offerings every day in every corner of South Australia.

"Perhaps this is just the right time to take up signing, to fall in love or to try the Tango. Whatever it is, ZestFest gives older South Australians all they need to invent their own brand of older this October," Jane said.

For more details about ZestFest, visit <https://zestfest.org.au>

**ZestFest is powered by COTA SA - an older people's movement run by, for and with older people. COTA SA represents the aspirations, interests and rights of 633,000 older South Australians. Further information on COTA SA can be found at [www.cotasa.org.au](http://www.cotasa.org.au)**

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