

# *We're Growing, We're Winning, We're Celebrating* at **Fifty-Five Plus Magazine!**

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It's a milestone year for *Fifty-Five Plus*. To celebrate its **20th anniversary**, the Ottawa-based magazine has earned 16 accolades at the 2008 National Mature Media Awards, for a total of **75 awards for excellence** since 2001. The magazine has also topped **100,000** circulation in Ontario.

Talk about a home-grown success story!

In fact, *Fifty-Five Plus* is the **only** mature market publication in Ottawa to win for 2008, and the only one in the entire province to win so many awards this year. The sole other award-winning mature market magazine in Ontario tallied just seven awards.

The local business, which features area writers, photographers and designers, has consistently achieved highest honours – including plenty of gold – since Kanata's Coyle Publishing Inc. took over the reigns several years ago.

While some publications collect kudos thanks to syndicated stories and photos, the community-based efforts of *Fifty-Five Plus* have garnered acclaim across the continent.

This year, the publication accomplished top marks in a broad range of categories, from writing to photography to overall excellence.

Commended for their articles on grandparenting, **Peggy Edwards** and **Mary Jane Sterne** won gold for *What Were We Thinking* and silver for *Mothers and Grandmothers*. Almonte's **Iris Winston** tallied three wins, including gold for *Flying High on Vintage Wings* and bronze for *An Animated Life*. **Shelagh Needham** was recognized with silver for *Dupuytren's Contracture*.

Nepean's **Pam Dillon** earned awards, including silver and bronze, for four stories and **Catherine Morisset** and **Vicki Townson** warranted kudos for writing excellence.

Noted photographers **Lorraine Brand** and **Paul Couvrette** also achieved distinction, as did the **September 2007 edition** of *Fifty-Five Plus*.

The National Mature Media Awards competition, in its 17th year, recognizes the finest materials produced for people aged 50 and older. The top seniors' magazines in the United States and Canada submit their best work and in a field of over 1,000 entries this year, *Fifty-Five Plus* once again wowed the judges. So it's fitting that, after two decades as a renowned mature market magazine, the publication is now online, it has upped its circulation to reach six figures and expanded into the Greater Toronto Area. It's a big, exciting move, but readers from across the circulation area can continue to expect the best. Whether you're in Ottawa, Toronto, Kingston, Quinte or at [www.coylepublishing.com](http://www.coylepublishing.com), you'll discover topical, informative stories, directed by **editor Pat den Boer**, excellent writing and photography, plus clean, eye-catching layout and design, thanks to **PS Design Group**.

*Fifty-Five Plus* publisher George Coyle is delighted with all these achievements. "We are proud to have earned honours in the National Mature Media Awards every year we've entered."

"We're particularly pleased to be recognized for the quality of our publication, since it's created by and for people who live right in this region," says Carole Coyle, the magazine's director of promotions and editorial. "Readers – and judges – can tell the difference."

*Fifty-Five Plus* reaches over 280,000 readers, most of whom are under the age of 65. Originally launched in Kingston, the publication was bought by Coyle Publishing Inc. in 1999. Since then it has more than tripled in size, established a key presence in the Ottawa region and expanded into the GTA.

**The same award-winning team also brings you *DUE WEST* and *DUE EAST* magazines.**