**Captivating Film/Dynamic Keynote Speaker**

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- Village Voice

"Cyber-Seniors is a fun look at seniors bridging the digital divide"
- Los Angeles Times

"Charming, Poignant, Hilarious"
- Maria Shriver, NBC News

"A Must-See Movie"
- Huffington Post

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Brenda Rusnak – Producer of Cyber-Seniors

Brenda Rusnak is an entrepreneur, film producer, social advocate, and mother of five. Brenda began her career as a healthcare entrepreneur, with a special interest in healthy aging. A physiotherapist by profession, she founded a healthcare company that grew to become a multi-million dollar business, while she raised 5 kids with her husband of 35 years.

At age 50, Brenda sold her business and was heading for retirement when her oldest daughter approached her with an idea for a documentary film. Brenda agreed to come on as the producer and thus began a brand new career.

“Cyber-Seniors” documentary was released in 2014, and has played to sold out audiences and critical acclaim in over 100 cities throughout North America. This heartwarming, humorous film follows the extraordinary journey of several senior citizens as they discover the magic of the world-wide-web, through the guidance of teenaged mentors. Their exploration of cyber-space is catapulted to a whole new level when 89 year-old Shura decides to create a YouTube cooking tutorial. This sets the ball in motion for a spirited YouTube competition where hidden talents and competitive spirits are revealed. The film provides insight into the wonderful things that can happen when generation gaps are bridged, and new ways of connecting are explored.

The idea for the documentary film came from Brenda’s two youngest daughters who had witnessed the positive impact getting online had for their 80-year grandparents. Determined to provide other seniors with the same experience, the two high school students started a program called Cyber-Seniors. The film has now inspired a national campaign resulting in thousands of high school students across the US and Canada, acting as mentors to teach older adults how to get connected, using technology.

An experienced and dynamic public speaker, Brenda speaks from the heart, bringing relevance to all of her presentations by using poignant anecdotes and touching clips from the film. Themes such as ageism, life-long learning, bridging the generation gap and youth activism are central to Brenda’s presentations and she tailors her talking points and film clips to suit her audiences which include community leaders, healthcare workers, educators, youth groups, women’s organizations and more.

Speaking Topics:

Growing Old in a Tech-Driven World

Through the making of the documentary film “Cyber-Seniors”, Brenda Rusnak witnessed first hand how beneficial the Internet can be for older adults. As their social spheres shrink, the Internet allows senior citizens to reach out to family and friends whom they don’t get to see as often as they would like. Using humorous and heartwarming clips from the film and personal anecdotes, this talk deals with the topics of ageism, life-long learning and the generation gap.

Connecting Generations – Bridging the Digital Divide to Create Healthy Communities

Discover how a high school project started by Brenda Rusnak’s daughters inspired a feature
documentary and national campaign encouraging youth to help seniors get online. Using humorous and heart-warming clips from the film, Brenda shares the inspiring story of what is possible when generation gaps are bridged and new ways of connecting are explored. This motivating and engaging presentation, directed at community leaders, educators, youth groups and health care workers, demonstrates the importance of youth leadership and community activism. Delivered in a fun, interactive format, with a clear call-to-action.

Shifting Gears – The Challenges and Rewards of a Midlife Career Change

Brenda Rusnak shares her inspiring story of going from being a successful healthcare entrepreneur and mother of five, to becoming a first-time film producer at age 50. In 2009 Brenda had just sold her multi-million dollar healthcare company, and was looking forward to retirement, when her oldest daughter presented her with an opportunity to produce a documentary film. Having no knowledge or experience in filmmaking, Brenda rose to the task and embarked on a brand new career. Brenda speaks candidly about the challenges of balancing a career and family, raising millennial children and why retirement is overrated. Film clips, outtakes and personal anecdotes provide illustrative and entertaining examples of the themes touched on in this presentation.

Highlights of Reviews and Press for Cyber-Seniors:

The film has received over 200 media hits. For a full list please see our press page
www.cyberseniordocumentary.com/press

“Affable and optimistic…Cyber-Seniors depicts the efforts of enterprising teenagers to get a technology-averse older generation to sign on, log in and start friendng.”
- LA Times

"A likable intergenerational tale with a bit of unexpected pathos." – New York Times

“Touching. Cyber-Seniors will make you want to accept that friend request from Grandma.” – The Village Voice

"Alternately charming, hilarious, and poignant." - Maria Shriver, NBC News

“The technological divide between young and old is bridged in this sweetly moving documentary." - The Hollywood Reporter

"Must-See Movie." "I've never been to a theatre where the crowd was howling with this level of laughter."- Huffington Post

“Inspirational” “Wise and downright funny!” – Film Journal International

“Serving up an altogether wise, poignant and inspiring journey.” – Film Intuition
Testimonials of Keynote Speaking Engagements:

“The perspective that Brenda provided in her presentation, coupled with several wonderful clips from the film, made it a highlight of our conference.”  
**CES, Robin Raskin**

“A very humorous and inspiring presentation... great choice for any organization looking for a keynote speaker to inspire and motivate their audience.”  
**Simon Leibovitz, Retired Teachers of Ontario**

“Cyber-Seniors was a highlight of FOSI’s Annual Conference. Brenda Rusnak (producer) and Saffron Cassaday shared wonderful clips with our audience, as well as insightful stories and lessons learned during their experience making the film.”  
**- Jennifer Hanley, Family Online Safety Institute**

“I encourage community members to work with us to bring the film to their communities to help foster a cyber-seniors movement.”  
**- Toronto Seniors Strategy Subcommittee**

“The Cyber Seniors documentary sends a powerful message to older adults, showing that anyone is able to learn something new, and the computer is no exception. Enjoyable by all ages, this is a must see film for every community!”  
**- Active Living Collision for Older Adults**

“Cyber-Seniors is much more than a documentary about youth guiding older people into the digital age. This joyous crusade proves that the generation gap can be closed by discovering that friendship isn't defined by age.”  
**- Family, Career and Community Leaders of America**

Viewing Materials:

To view the trailer:  [www.cyberseniorsdocumentary.com](http://www.cyberseniorsdocumentary.com)

To screen the film:  [https://vimeo.com/78227595](https://vimeo.com/78227595)  
Password: helloyoutube

Sample Keynote Engagements:

- Brenda Rusnak on a panel for the annual Family Online Safety Institute conference speaking about and showing clips from the Cyber-Seniors documentary - [https://www.youtube.com/watch?v=4tQiqNrg2R8](https://www.youtube.com/watch?v=4tQiqNrg2R8)
- Brenda Rusnak’s presentation at the CES Kids At Play conference speaking about and showing clips from the Cyber-Seniors documentary - [https://vimeo.com/127931616](https://vimeo.com/127931616)

Cyber-Seniors Event Demo Reel:  [https://www.youtube.com/watch?v=Om5-9Q-9gLo](https://www.youtube.com/watch?v=Om5-9Q-9gLo)

**CONTACT**

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