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

If there’s a film that will finally make you want to accept that friend request from your grandparents, this one is it.
- Village Voice

Directed by Saffron Cassaday

Captivating Film/Dynamic Keynote Speaker
Saffron Cassaday – Director of Cyber-Seniors

Saffron Cassaday began her career as an actress but was soon drawn to work behind the camera. Her documentary directorial debut, “Cyber-Seniors”, 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 Saffron’s two younger sisters 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. As a filmmaker, Saffron saw the opportunity to turn the subject matter into a documentary. 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 entertaining and inspiring speaker, Saffron shares the enthralling story of how the film came to be and what she discovered along the way. Using clips from the film and sharing poignant anecdotes Saffron provides vivid examples of the wonderful things that can happen when human connections are made. Themes such as ageism, life-long learning, bridging the generation gap, youth leadership and volunteerism are present in the film’s messaging and Saffron tailor her talking points and film clips to suit a number of different audiences from healthcare workers, educators, youth groups and more.

Speaking Topics:

Ageing and Senior Issues: How the Internet can Transform the Lives of Older Adults

Through the making of her debut documentary film “Cyber-Seniors”, Saffron Cassaday witnessed first hand how beneficial a tool 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 bridging the generation gap.

Youth Empowerment: Cyber-Seniors – A Youth Leadership Initiative

Discover how a high school project started by Saffron’s sisters inspired a feature documentary and national campaign encouraging youth to help seniors get online. Using humorous and heart-warming clips from the film, Saffron 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 young people, demonstrates the importance of youth leadership and community service. Delivered in a fun, interactive format, with a clear call-to-action.
The Art of Social Impact Filmmaking - Lessons Learned from a First Time Filmmaker

From conception to collaboration, up-and-coming documentary filmmaker Saffron Cassaday shares the challenges, breakthroughs and lessons learned as a first time feature filmmaker. Hear about the ins and outs of unscripted storytelling, as well as how to build a social impact campaign around your subject matter to strengthen the shelf life of your film. This talk will address how to find inspiration, identify your characters, create a narrative arc, and surround yourself with experts. Clips, outtakes and personal anecdotes offer illustrative and entertaining examples.

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.cyberseniorsdocumentary.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 friending.” – 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:

“Saffron was the keynote presenter for our conference and her presentation was a real hit. The perspective she brought, coupled with wonderful clips from Cyber-Seniors, made her presentation the highlight of our conference.” - Shannon Cripps, Conference Board of Canada

“Saffron Cassaday served up an entertaining and inspiring presentation with a clear call to action, that was well received by our young audience. - Lianne Neumann, Manager of Youth Volunteer Programs, City of Toronto
“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.cyberseniordocumentary.com](http://www.cyberseniordocumentary.com)

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

**Sample Keynote Engagements:**

- Saffron Cassaday 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)
- On-camera interview with Saffron Cassaday discussing the Cyber-Seniors documentary and social impact campaign - [https://www.youtube.com/watch?v=ca1Xp6OdLSU](https://www.youtube.com/watch?v=ca1Xp6OdLSU)

**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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