



## **Blue Ant Media Expands Live Events Portfolio With Newly Created Women's Healthy Living Show, Launching June 2025 in Toronto**

**The Women's Healthy Living Show—a show for women, by women—provides a one-stop health and wellness destination, showcasing the latest must-have products and offering access to inspirational and educational conversations**

**With this addition, Blue Ant Media now oversees 11 consumer shows nationwide, catering to a variety of lifestyle sectors**



*Pictured: Sandy Pedrogao, Show Director, Women's Healthy Living Show.*

**(Toronto, ON – November 12, 2024) – Blue Ant Media, a global media company, announced today the launch of the Women's Healthy Living Show, a premium consumer show—for women, by women— set to take place from June 7-8, 2025, at the**

**Enercare Centre, Exhibition Place in Toronto.** The event is designed to meet the unique health and wellness needs of women aged 30 and older, addressing vital themes such as self-care, relationships, financial investments, fashion and beauty, as well as pre-, peri- and postmenopausal health. With this demographic representing a significant portion of individuals in the Greater Toronto Area, the event presents a standout opportunity for brands to connect with a highly engaged audience. The launch of the Women's Healthy Living Show underpins Blue Ant Media's plan to broaden and diversify its portfolio of live events, which spans lifestyle categories such as parenting, home renovations, holiday shopping, and cottage living.

The Women's Healthy Living Show offers women the opportunity to be seen, heard and take charge of their mental and physical wellness. The event spotlights health issues, encourages open and honest dialogue, and offers resources that promote mental, emotional, physical, financial and social wellness. Visitors can attend workshops and connect with experts and experienced practitioners; discover strategies for leading a healthy and fulfilling life; and shop premium products from a range of local and national exhibitors.

**Sandy Pedrogao**, Co-Founder of The Baby Shows in Toronto and Vancouver, will serve as the Director for the Women's Healthy Living Show, bringing her extensive experience to ensure the event's success.

"After a decade of overseeing The Baby Shows across Canada, I've learned that creating spaces to celebrate different life stages inspires and empowers communities on similar journeys," says **Sandy Pedrogao, Show Director, Women's Healthy Living Show**. "Our vision for The Women's Healthy Living Show is to reach an underserved audience of women, aged 30 and older, seeking education and meaningful connections around women's health and wellness, from perimenopause and menopause to emotional, physical, social and financial well-being. Our goal is to bring together experts, resources and authentic conversations that address the unique challenges women face at every stage of life, along with a curated marketplace to shop for products."

The Women's Healthy Living Show will offer brands customizable and creative sponsorship opportunities. Sponsors can engage through in-venue activations, workshops, speaker sponsorships, swag bag product placement, and premium exhibition space. Brands can also benefit from digital content features on the show's website, newsletters, and social media channels. Booth space and brand sponsorships are being sold now. Visit [womenshealthylivingshow.com](https://womenshealthylivingshow.com) and follow on [Instagram](#) for more information on the show.

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**Blue Ant Media** international production studio and rights business and channel operator. The company also produces consumer shows nationwide. Collectively, Blue Ant Media's consumer show business hosts over 200,000 people annually at the **National Home Show, Fall Home Show, Home & Backyard Show, Spring Cottage**

**Life Show** and **Fall Cottage Life Show** in Toronto; **Ottawa Cottage Life & Backyard Show**; **Spring Baby Show Toronto**; **Fall Baby Show Toronto**; **Fall Baby Show Vancouver**; **The Women's Healthy Living Show** and **Seasons Christmas Show** in Toronto. [blueantmedia.com](http://blueantmedia.com) | [Instagram](#) | [LinkedIn](#) | [X](#) |

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