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## Oh Myyy! George Takei Treks to SXSW: Confirms Season 2 of AARP's YouTube Show Takei's Take Planned for 2014

Actor, Pioneering Social Justice Activist, Social Media Mega-Power and Host of AARP YouTube Series, Takei's Take, Set to Take the Stage at SXSW March 11th at 12:30 p.m. CST

**WASHINGTON** (March 5, 2014) – Social media icon and social justice champion **George Takei** is boldly going where he has never gone before— [SXSW Interactive](#) on Tuesday, March 11. Takei will be sharing his take on the social and digital universe at what is known as the ultimate social and digital media conference. Perhaps best known for his role as Hikaru Sulu in Star Trek, Takei has firmly established himself as a leader in the social media world, recognized for his wit and savvy digital curation. He has amassed a devoted following across social media platforms with 6.1 million Facebook likes and more than one million Twitter followers.

In 2013, Takei expanded his social media footprint by teaming up with [AARP](#) to launch [Takei's Take](#), an original series on YouTube that takes a smart, funny, irreverent look at our shared digital experience. AARP today announced the wildly successful show is beginning production on the second season and will start shooting in Austin during SXSW. *Takei's Take* netted an impressive twenty-four thousand subscribers in the first twenty-four hours of its launch and to date has 1.5 million video views. AARP partners with [Fullscreen](#), a media company for the connected generation, on the production of this original online program.

"I can think of no better place to launch our new season of *Takei's Take* than at SXSW Interactive, where the most creative and tech savvy players in the business converge. I'm thrilled to be among those presenting this year," said Takei.

SXSW attendees can catch Takei in conversation with [Matthew Segal](#), president and co-founder of [OurTime.Org](#), a nationwide non-profit organization dedicated to advocating on behalf of future generations. The two will focus on how this connected world makes it possible for Takei to share his passions on so many different platforms in a creative and engaging way. Titled "Oh Myyy! A Conversation with George Takei," the program will take place in Ballroom D at the Austin Convention Center on March 11<sup>th</sup> from 12:30-1:30 p.m. CST. Attendees will also have the opportunity to meet Takei in person as he will host a book signing from 1:40-2:00 p.m. in the Ballroom D foyer following the session.

AARP is a non-profit, non-partisan organization with nearly 38 million members, focused on helping people turn their goals and dreams into real possibilities. Follow AARP on Twitter: @AARP and subscribe to *Takei's Take* at [www.youtube.com/takeistake](http://www.youtube.com/takeistake).

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### About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; [www.aarp.org](http://www.aarp.org); AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).

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