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AARP to Feature a New “Staying Sharp” Membership during QVC Debut

Tune in to “AARP – Staying Sharp” on QVC March 18 at 6PM EST for Information on AARP’s New Brain Health Membership Option

WASHINGTON, D.C. (March 11, 2014) – AARP is scheduled to appear on QVC® to directly sell to viewers a new brain health membership called “Staying Sharp” March 18 at 6PM EST during the one-hour premiere of “AARP – Staying Sharp.”

AARP is evolving to meet the needs of those 50 and over by providing better options to complement their lives. The new AARP “Staying Sharp” membership is designed to reflect members’ interests in challenging their brains and staying active. This new membership focuses on a holistic approach to brain health to help improve productivity at work and home.

“Our members have told us that staying mentally sharp is their number one interest so we shaped this membership to help them achieve this,” states Lynn Mento, senior vice president of membership for AARP. “We are excited to feature this membership on QVC as they are the world’s leading video and ecommerce retailer, which allows us to showcase our membership through a new vehicle.”

In addition to AARP’s traditional membership benefits, AARP’s “Staying Sharp” membership gives members the following:

- A subscription to BrainHQ's online brain-training exercises developed specifically for “Staying Sharp” members by neuroscientists at Posit Science.
- An easy-to-read, clip-on pedometer to track daily steps and help improve physical fitness.
- A subscription to the “Staying Sharp” e-newsletter which provides practical tips and guidelines, as well as the latest on brain research being conducted today.
- Plus all of the benefits of traditional membership including the AARP Magazine and Bulletin, information about protecting social security and Medicare, and access to health insurance and discounts on travel and dining.

The “Staying Sharp” membership will be available, beginning March 18, for a special QVC price (one year \$21 / three years \$43 / five years \$63), while supplies last, by calling QVC at [800.345.1212](tel:800.345.1212) or visiting QVC.com. The traditional membership will also be available.

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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; 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.

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