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AARP and Magnolia Bakery Cook Up Partnership to Celebrate the Baby Boomer Generation

As the Last of the Generation Turns 50, AARP Treats Its Members to Sweet Surprises Throughout the “Year of the Boomer”

WASHINGTON (March 19, 2014) — *What’s a birthday celebration without cake?* AARP today announced that it has partnered with Magnolia Bakery to celebrate the Baby Boomer generation, with the iconic classic American bakery serving as the Official Bakery for the organization’s yearlong Boomers@50+ program. This initiative celebrates the last of the boomer generation, those born in 1964, turning 50 by the year’s end, and honors the influence of this generation with a series of commemorative events, as well as featured editorial content across *AARP The Magazine* and AARP.org.

This delicious partnership will be highlighted by spectacular celebrations at AARP’s Life@50+ membership events later this year. Additionally, AARP members nationwide will be eligible for special discounts at Magnolia Bakery locations throughout New York City, Chicago and Los Angeles. AARP and Magnolia will engage their social media teams as the primary way to inform consumers about the offers.

“As we consider the influence of this powerful generation, we wanted to offer everyone the chance to celebrate and collectively wish Baby Boomers a very happy birthday,” said Myrna Blyth, Editorial Director for AARP. “An essential component of any celebration is cake, so we’re thrilled that our partners at Magnolia Bakery have made the Year of the Boomer festivities a little more enjoyable!”

“We look forward to celebrating this momentous milestone with AARP and its members throughout the year,” said Steve Abrams, CEO, Magnolia Bakery. “From birthday cakes to special in-store offers, we are excited to be a part of the Boomers birthday.”

Sponsored by Consumer Cellular, the Boomers@50+ multi-platform initiative provides opportunities to reflect on how Boomers have changed the world and ask the question – what’s next? To find out more about the Boomer generation and the events that shaped their lives, visit www.aarp.org/boomers.

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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.

About Magnolia Bakery

Magnolia Bakery first opened its doors in Greenwich Village, New York City in 1996. Since 2007, the bakery has been owned and operated by veteran restaurateur and consultant Steve Abrams and his wife Tyra Abrams. From its inception, Magnolia Bakery has provided customers with fresh baked classic American desserts in its nostalgic environment. Magnolia Bakery currently has five locations in New York City and one each in Chicago, Los Angeles, Dubai, Abu Dhabi, Kuwait City, Beirut and Doha. The company is passionate about serving its community, prides itself on tradition and quality and strives to satisfy loyal patrons while maintaining the integrity of the brand.

For more information, visit www.magnoliabakery.com.

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