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AARP Celebrates Remarkable Baby Boom Generation with Documentary Film, Book and National Museum Exhibit

Organization Supports Filmmaker and Photographer Timothy Greenfield-Sanders in Effort to Spotlight Most Influential Baby Boomers through American Masters PBS Documentary, Companion Book and Exhibit at Washington, D.C.'s Newseum; Heralds 2014 as "The Year of the Boomer"

WASHINGTON (March 31, 2014) — 2014 marks an important shift in American culture, as the last of the baby boom generation will turn age 50 by the year's end. To mark this momentous occasion, AARP today announced it is partnering with renowned American documentary filmmaker and photographer Timothy Greenfield-Sanders to present ***The Boomer List***, a comprehensive look at 19 iconic boomers—one born each year of the baby boom from 1946-1964. *The Boomer List* will come to life later this year as an *American Masters* documentary film on PBS, a companion book, and an exhibit at Washington, D.C.'s *Newseum*, a museum that blends news history with up-to-the-second technology and is one of the city's top attractions.

"The baby boomers have made such a significant impact on the world we know today, influencing everything from entertainment and technology to fashion and fitness. We're excited to pay tribute to their incredible cultural contributions through all the various mediums they've helped to revolutionize," said Myrna Blyth, editorial director of AARP Media. "Through these programs, we hope to engage our members and community with content that both speaks to their experiences and challenges their notions of what it means to be 50 today."

"Most everything about how we live today is a product of this influential generation," said Timothy Greenfield-Sanders. "The film and exhibit will serve to capture boomers' dynamic spirit through a handful of notable 'American Masters' who had a profound effect on our world."

The Boomer List documentary will highlight notable figures including music legend Billy Joel and novelist Amy Tan, author of "The Joy Luck Club," and will debut in fall 2014 on PBS's award-winning *American Masters* series. Viewers will gain insight into the Boomer generation through intimate interviews and portraits by Greenfield-Sanders that focus on exceptional achievement, struggle and identity, telling the story of extraordinary Americans and the history they lived through and often created. Film subjects will illuminate the important movements and changes that shaped the world during the baby boom years. Topics will include the environment; arts and entertainment; science; civil, LGBT and women's rights; law; politics; public service; sports; the military and technology.

"We're thrilled to work with Timothy Greenfield-Sanders again on a new *American Masters* film and are incredibly appreciative of AARP's support," said Stephen Segaller, executive-in-charge of *American Masters* and vice president of programming for WNET. "As a fellow Boomer, I look forward to seeing and celebrating my generation's impact on American culture." *American Masters* is a production of THIRTEEN for WNET.

The Boomer List will extend beyond the TV screen with master portraits of the film's subjects taken by Greenfield-Sanders and featured in a companion coffee table book to be published later this year.

Additionally, the 19 large-scale boomer portraits will be part of a nine-month exhibition at the Newseum in Washington, D.C., highlighting newsworthy people from the baby boom generation. "The Boomer List: Photographs by Timothy Greenfield-Sanders" opens Sept. 26, 2014, and will be on display through June 2015. Throughout the exhibit's run, the Newseum will host a series of special programs and events that explore how boomers changed the world and the legacy they leave for future generations.

"Timothy Greenfield-Sanders's large-format portraits and interviews offer a unique window into a generation that truly changed the world," said Cathy Trost, senior vice president of exhibits and programs at the Newseum. "Through his lens, Newseum visitors will experience the remarkable stories of 19 people whose lives define the baby boom generation and offer a revealing perspective on the news events and stories that continue to shape our culture today."

The Boomer List is the latest initiative announced as part of AARP's yearlong program, Boomers@50+, which is sponsored by Consumer Cellular and celebrates this influential generation. This multi-platform initiative provides opportunities to reflect on how boomers have changed the world and to ask the question, "What's

next?" AARP will highlight *The Boomer List* as a central element of the celebration. To find out more about the baby boom generation and the events that shaped boomers' 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 WNET

As New York's flagship public media provider and the parent company of **THIRTEEN** and **WLIW21** and operator of **NJTV**, WNET brings quality arts, education and public affairs programming to more than 5 million viewers each week. WNET produces and presents such acclaimed PBS series as **Nature**, **Great Performances**, **American Masters**, **PBS NewsHour Weekend**, **Charlie Rose** and a range of documentaries, children's programs, and local news and cultural offerings available on air and online. Pioneers in educational programming, WNET has created such groundbreaking series as **Get the Math**, **Oh Noah!** and **Cyberchase** and provides tools for educators that bring compelling content to life in the classroom and at home. WNET highlights the tri-state's unique culture and diverse communities through **NYC-ARTS**, **Reel 13**, **NJTV News with Mike Schneider** and **MetroFocus**, the multi-platform news magazine focusing on the New York region. WNET is also a leader in connecting with viewers on emerging platforms, including the **THIRTEEN Explore iPad App** where users can stream PBS content for free.

About the Newseum

The mission of the **Newseum** is to champion the five freedoms of the First Amendment through education, information and entertainment. One of the top attractions in Washington, D.C., the Newseum's 250,000-square-foot news museum offers visitors a state-of-the-art experience that blends news history with up-to-the-second technology and hands-on exhibits, and its Newseum Institute serves as a forum for the study, exploration and education of the First Amendment. The Newseum is a 501(c)(3) public charity funded by generous individuals, corporations and foundations, including the Freedom Forum. For more information, visit newseum.org or follow us on **Facebook** and **Twitter**.

Media Contacts

Paola Torres
(202) 434-2555
ptorres@aarp.org
