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AARP Set to Take Over Boston

Attendees from Across the Country Will Meet for Three Days of Fun and Entertainment Uniquely Focused on the Wants and Needs of the 50+ Audience

BOSTON, MA- AARP is set to host its bi-annual **Life@50+ National Event & Expo** in Boston, Massachusetts, at the Boston Convention & Exhibition Center, from May 8-10, 2014. As the leading organization for people 50+ with nearly 38 million members, AARP's national event will give attendees access to some of today's most renowned celebrities including lifestyle, health, sports, travel and financial experts. Attendees will discover real possibilities for their lives through community service activities, innovative exhibits, seminars and an exciting line-up of entertainment. For the first time, attendees will also be able to volunteer on each of the three days. On the event's final day, Saturday, May 10th, in conjunction with the National Association of Letter Carriers' Stamp Out Hunger Food Drive, anyone who brings a bag of non-perishable food will be given a one-day pass to Life@50+, which includes all activities besides the concerts.

"Life@50+ is a unique opportunity for our members to experience all that AARP has to offer to help them discover the real possibilities in their own lives," said **AARP CEO A. Barry Rand**. "In Boston, we're encouraging attendees to reimagine what 50+ looks like by arming them with the tools, information and resources they need to build the life they want. We look forward to connecting with all of New England in a dynamic way and fostering their desire to live their best lives."

EVENT HIGHLIGHTS

Thursday, May 8, 2014

AARP will kick off Life@50+ with a Community Day of Service within and around Boston. Beginning bright and early Thursday morning, AARP's Men's Life Ambassador and NFL Hall of Fame Quarterback **Dan Marino**, AARP Community Ambassador and award-winning broadcaster **James "JB" Brown**, AARP Love and Relationship Ambassador **Dr. Pepper Schwartz**, and more than **700 Life@50+ attendees** will give of their time and effort to various community organizations in the greater Boston area. In the afternoon the grand opening of the Exhibit Hall will take place and three amazing documentaries will be shown as part of Movies for Grownups® Documentary Day: *Age of Love*, *Cyber Seniors* and *Gen-Silent*. Starting on Thursday and continuing throughout the event, AARP TEK (Technology, Education and Knowledge) workshops will provide free technology and social media training for attendees.

Friday, May 9, 2014

To officially open Life@50+, former First Lady **Mrs. Laura Bush** will be in conversation with her daughter **Barbara Pierce Bush**, moderated by journalist **Soledad O'Brien**. New England sports legends **Mike Eruzione**, **Steve Grogan**, **Bill Russell**, and **Luis Tiant** will take the stage for a panel moderated by **James "JB" Brown**. The afternoon will also feature a Life Reimagined panel moderated by **Soledad O'Brien** with singer **Linda Ronstadt**, as well as **Jeff Bauman**, and **Carlos Arredondo**. AARP Financial Ambassador **Jean Chatzky** will be on hand to share her financial expertise and AARP Love and Relationships Ambassador **Dr. Pepper Schwartz**, author of *Dating After 50 for Dummies*, will lead a Lifestyle Session. Entrepreneur, motivational speaker and real-life inspiration for Will Smith's character in the film *The Pursuit of Happyness*, **Chris Gardner** will impart his life lessons in a motivational session. **AARP Health Innovation@50+ LivePitch**, a showcase of the hottest startups in the "50 and over" health technology market will take place.

The **AARP Movies for Grownups® Film Festival** will roll out the red carpet offering up a stellar lineup, all included in the Life@50+ registration. The film festival runs Friday and Saturday, May 9th and 10th. The evening will close with a dance party featuring **The SPINNERS** and **MARY WILSON of the Supremes** (the dance party is an added cost).

Saturday, May 10, 2014

A morning fitness session will start the final day, followed by a feature session with **Whoopi Goldberg** in conversation with **Jay Leno**. *HGTV's Kitchen Cousins'* **Anthony Carrino** and **John Colaneri** will host a Lifestyle Session. Grammy-award winning producer **Emilio Estefan** will host "Name That Song," a game show on finding one's own rhythm through **Life Reimagined** and *Travel Channel* personality **Samantha Brown** will talk about the new AARP Travel Experience. **Captain Richard Phillips**, the real-life inspiration for the film *Captain Phillips* based on his book, will speak at a Life Reimagined Session. To ensure AARP's Life@50+ event remains a classic, rock legends the **Moody Blues** will play a concert to close out the event (the concert is an added cost).

Registration

Admission to Life@50+ for AARP members is \$25, \$35 for non-members (includes a one-year AARP membership). The entry fee includes access to the Exhibit Floor and workshops/sessions for all three days. Online registration, additional information on Life@50+, as well as the complete schedule can all be found at www.aarp.org/events. Registration is also open by phone at 1-800-650-6839.

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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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