# AARP Doubles Production Order of Takei's Take Original Web Series for Season 2

## Takei's Take Hits over 100,000 subscribers and Honored with Webby Award

**WASHINGTON (May 15, 2014)** – **AARP** will launch season two of its award winning original web series,*Takei's Take*, on June 5, 2014 on YouTube, where it has already amassed a following of over 100,000 subscribers. Hosted by the ever-popular social media phenomenon, George Takei, the second season of*Takei's Take* steps outside of the studio with Takei traveling the world and meeting leading innovators, discovering new technologies and exploring their impact on people's lives. AARP has also increased the show's frequency and will produce weekly episodes, doubling its frequency.

"I'm excited to get the chance to meet people this season that are at the forefront of technology innovation and represent the vanguard of tech," said Takei. "From Austin to Boston to Japan…I can't wait to see where our adventures take us next and look forward to sharing the journey with our viewers!"

"For season two, we've dispatched George out into the field, giving fans a new "take" on *Takei's Take*," said Tammy Gordon, VP of AARP's Social Media and Broadcast divisions. "We know our audience is hungry for technology focused content and we're eager to continue delivering action packed, informative programming in a way that's easy to connect with and relevant to their interests and experiences."

Each month's episodes will center around a new theme and location with Takei immersing himself in hotbeds of innovation, meeting leaders in the technology industry and demonstrating cutting edge technology. Season two will kick-off with a trip to Austin, TX and the SXSW Interactive festival, the hub for all things technology. *Takei's Take* also travels to Boston, Tokyo and beyond this season, which will run from June through November**.**

*Takei's Take* is an original Web series from AARP on YouTube that explores our shared digital experience and the ways in which technology brings people together and improves lives. One of the fasting growing YouTube channels for the Boomer audience in 2013, the program reached 100,000 subscribers in its first season and was recently honored with a 2014 People's Voice Webby Award. AARP partners withFullscreen, a media company for the connected generation, on the production of this original online program.  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.

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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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