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AARP Set to Take Over San Diego

Martha Stewart, Arianna Huffington, Emilio Estefan, Patti Austin, Stars of “The Doctors”, Mavis Staples, Valerie Harper, John Mellencamp, Erin Brockovich Among Those Headlining AARP’S Inaugural Ideas@50+ National Event and Expo

First-Of-Its-Kind Event Will Host Attendees from Across the Country for Three Days of Thought Leadership and Entertainment

WASHINGTON, D.C. (August 21, 2014) – AARP will host its first Ideas@50+ National Event & Expo at the San Diego Convention Center, September 4-6, 2014. As the leading organization for people over 50 with nearly 38 million members, AARP’s national event will allow attendees the chance to get up close and personal with today’s most renowned innovators, experts and influencers. Attendees will experience all that AARP has to offer and discover their own real possibilities through a series of four focused program themes: Health & Wellness, Technology & Innovation, Money & Work, and Lifestyle & Travel. Each theme will offer four unique sessions, followed by a series of intimate salons, a premium opportunity for attendees to continue the discussion with select speakers.

“Ideas@50+ is the beginning of an evolution to a more content-driven, interactive experience of exploring, thinking, and engaging with our key audience about the relevant ideas and issues that matter to the 50+ population and their families,” said incoming AARP CEO Jo Ann Jenkins. “In San Diego, we look forward to connecting with our members in a dynamic way and exploring their desire to live their best lives through these new thought-provoking programs.”

EVENT HIGHLIGHTS

Thursday, September 4th

AARP will kickoff Ideas@50+ with a Community Day of Service in San Diego. Beginning bright and early Thursday morning, hundreds of volunteers will participate in several community service projects at the Convention Center. Projects include: assembling gift boxes for local nonprofit *Serving Seniors*; creating educational materials for children on behalf of *Voices for Children* and the *Barrio Logan College Institute*; and building skateboards for the *Tony Hawke Foundation*. AARP will also participate in a community service project with *Rebuilding Together* where volunteers will help renovate and improve the home of legendary local saxophonist Daniel Jackson. In the afternoon, AARP’s Men’s Life Ambassador and NFL Hall of Fame Quarterback **Dan Marino** will host a football clinic for youth at a local Boys and Girls Club.

Thursday also marks the beginning of a three-day Drive to End Hunger meal-packing event sponsored by the AARP® Credit Card from Chase. In the exhibit hall, hundreds of volunteers will pack 50,000 meals for residents served by the Jacobs & Cushman San Diego Food Bank.

The interactive Ideas@50+ trade show, with more than 150 exhibiting companies, will open its doors at 1:00 pm. Exhibit highlights include participation from Platinum Level sponsors

UnitedHealthcare, Chase, Intel, GreatCall and Toyota. The exhibit hall will also feature free technology and social media training for attendees in the AARP Technology & Innovation Pavilion, as well as Health Interactive@50+ presentations hosted by technology companies that are revolutionizing health care through innovation.

In addition, the American Red Cross will host a two-day blood drive with a goal to collect 50 pints of blood from donors attending Ideas@50+. The blood drive begins on Thursday, 1:00–6:00 pm, and runs through Friday, 11:00 am–5:00 pm in the exhibit hall at Booth 4307.

Friday, September 5th

The event program begins on Friday with a general session moderated by journalist **Soledad O’Brien** featuring actors **Kevin Spacey** and **Julia Louis-Dreyfus**. Legendary lifestyle maven **Martha Stewart** will host a Travel & Lifestyle session followed by an intimate salon with attendees. Throughout the day, there will be Health &

Wellness sessions, including an afternoon keynote session with the stars of the hit television show, “The Doctors”: **Travis Stork, M.D., Jennifer Ashton, M.D., and Ian Smith, M.D.** Additional highlights include Technology & Innovation sessions with **Jeffrey Cole, Ph.D. Mary Furlong**, GreatCall CEO **David Inns** and **Claire Hughes Johnson**, a session on “The Art of Innovation” by **Guy Kawasaki**, a Money & Work session with AARP Financial Ambassador **Jean Chatzky**, and a Travel & Lifestyle session with AARP Travel Ambassador **Samantha Brown**.

The day will close with the finale of the AARP **Boomer Superstar Contest** powered by American Idol® Live! hosted by music producer and former American Idol® judge **Randy Jackson**. A panel of celebrity judges will include 19-time Grammy-winning musician/producer **Emilio Estefan**, Grammy-winning R&B/jazz vocalist **Patti Austin** and American Idol winner and singer/songwriter **Taylor Hicks**. The evening will include live performances by the top five finalists, Patti Austin and Taylor Hicks. Contest finalists will compete to win \$5,000 and an audition with music label 19 Recordings. Tickets are \$25 and are on sale now through www.aarp.org/events or by phone at 1-800-650-6839.

Saturday, September 6th

A Life Reimagined panel featuring actress **Valerie Harper** will open the final day, followed by a Money & Work session with security consultant **Frank Abagnale** and a Health & Wellness session with **Adam Gazzaley, M.D., Ph.D.** In the afternoon, attendees will be treated to an exclusive session with famed photographer and director **Timothy Greenfield-Sanders** on the new PBS American Masters documentary, *The Boomer List*. Iconic boomers profiled in the film, including activist **Erin Brockovich**, will also be participating. An afternoon keynote session with media mogul **Arianna Huffington** will be followed by an evening concert featuring **John Mellencamp** with special guests **Los Lobos** and **Mavis Staples**. Tickets are on sale now through Ticketmaster.com.

Registration

Admission to Ideas@50+ for AARP members is \$25 and \$35 for non-members. The entry fee includes access to the exhibit hall, the opening show, and seminars/sessions for all three days. Non-member registration includes a one-year membership to AARP. Online registration is open now at www.aarp.org/events or by phone at 1-800-650-6839.

Additional information on Ideas@50+, as well as the complete schedule, can be found online at www.aarp.org/events.

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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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