

- PRESS
- Press Releases

Tech Guru Guy Kawasaki Launches New Web Series with AARP

“Technology: It’s Not Just a Guy Thing” Debuts at www.aarp.org

WASHINGTON, DC, January 28, 2015—Technology entrepreneur and writer Guy Kawasaki is teaming up with AARP for a new web series about how people who are 50-plus can embrace technology. Debuting at www.aarp.org/guykawasakivideos, “Technology: It’s Not Just a Guy Thing” takes a look at how technology can empower people of all ages and change their lives.

Hosted by Gil Asakawa, past AARP/Asian American Journalists Association Social Media Fellow, “Technology: It’s Not Just a Guy Thing” will focus on the art of innovation, social media, the fundamentals of graphic design, and how digital media is changing the way we consume information. New episodes will premiere every three weeks until the end of March.

“AARP shares my passion for helping people master technology,” said Guy Kawasaki. “Digital tools are creative, empowering, and entertaining and help us stay productive and connected.”

Guy Kawasaki is the chief evangelist of Canva, an online graphic design tool. Formerly, he was an advisor to the Motorola business unit of Google and chief evangelist of Apple. He is also the author of *The Art of Social Media*, *The Art of the Start*, *APE: Author, Publisher, Entrepreneur, Enchantment*, and nine other books. Kawasaki has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.

Watch AARP’s “Technology: It’s Not Just a Guy Thing” at www.aarp.org/guykawasakivideos.

###

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 AARP TEK

AARP TEK aims to empower 50-plus Americans with technology by connecting people with friends, family, employment opportunities, health information, entertainment and much more. AARP TEK consists of hands-on workshops, tutorial videos and events that can deliver a customizable technology curriculum for people 50-plus. Learn more at www.aarp.org/aarptek.

CONTACT:

AARP Media Relations, 202-434-2560, media@aarp.org

Additional assets available online: **Photos (1)**