

It is time for Wellness, Wisdom & Wonder . . .
for Learning, Laughter & Legacy . . .
for Inspiration, Intelligence & Imagination.

It is Time for

Celebrating Life 2022!

For people who weren't born yesterday.

September 9 - 11

The Albuquerque Convention Center
& Kiva Auditorium



www.celebratinglife2022.org

Presenting Organizations



Haverland Carter
Neighborhood
Foundation



Department of
Senior Affairs



AGELESS LIVING
A Series...A Choice...A Way of Life

The logo for Ageless Living features a large, stylized golden sun with wavy rays. The text "AGELESS LIVING" is written in a bold, golden, serif font, and the tagline "A Series...A Choice...A Way of Life" is written in a smaller, golden, sans-serif font below it.

Celebrating Life 2022!

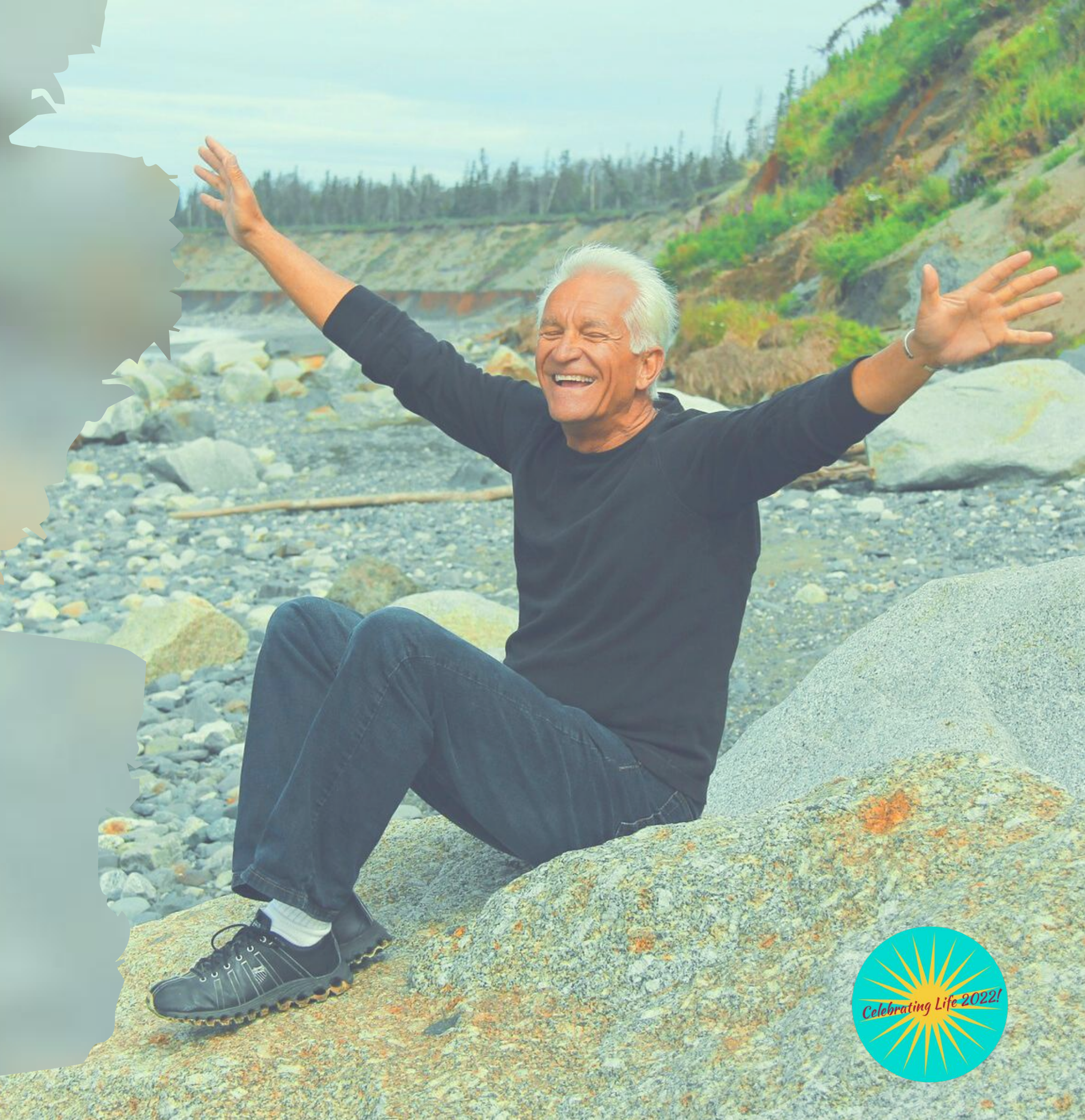
The logo for "Celebrating Life 2022!" is a circular emblem with a blue background and a white sunburst pattern. The text "Celebrating Life 2022!" is written in a white, sans-serif font across the center of the circle.

**In this time
that mythologist Michael Meade
calls The Great Forgetting,
one thing we clearly have forgotten,
to our great detriment,
is the critical role elders
and the Wisdom Traditions
have played throughout history
in contributing to the stability
and endurance of their societies,
the well-being of all other species
and of our precious habitat.**



COVID has had a serious impact on the lives of 'people who weren't born yesterday.' A significant number of elders have been lost. Many have been isolated, underserved and overlooked. And in the words of the most callous of our elected officials -- dispensable.

So please join us... in this long-overdue initiative to re-inspire and re-empower our elders. To give wings to their hopes and support to their unfinished dreams. To provide them with opportunities to live these chapters of their lives in dignity and with purpose and meaning.



What is Celebrating Life 2022!?

September 9 - 11 • The Albuquerque Convention Center & Kiva Auditorium

Friday Evening – Gala Charity Entertainment Event

Celebrity Hosts, National Keynote Speakers, Local Luminaries and Elected Officials, Major Musical Performers,
Presentation of Three AgeNation Life Achievement Awards and much more.

Friday Live-Stream Special – The Celebrating Life Entertainment Gala

Live-streamed to participating Age-Friendly Cities across the country with a potential audience of 100 million.

Saturday & Sunday Celebrating Life 2022 Conference

Two full days of best-selling authors and speakers, live panels, interactive workshops and programs

Designed to inform, inspire, motivate and provide practical, strategies for living with greater meaning and purpose.

Plus outstanding entertainment, inspirational videos, a high-quality food court and more.

Saturday & Sunday – The Product/Services Expo

Featuring more than 150 world-class exhibitors offering products and services

to improve health and wellness with the latest in life-enhancing technologies and innovative strategies.



This is Only the Beginning

• *Live or pre-recorded television special on New Mexico PBS*

Including Gala Highlights plus Key Conference Speakers, Sessions and more.

With post-event distribution to other PBS stations

as well as to Senior Living, Assisted Living

and Nursing Homes throughout New Mexico and in all participating Age-Friendly Cities.

• *Follow-On Education and Community Development Series*

Utilizing segments from the *Ageless Living* Television Series and the *Celebrating Life 2022!* Conference

plus the innovative *Ageless Living* Dialogue Process to be implement

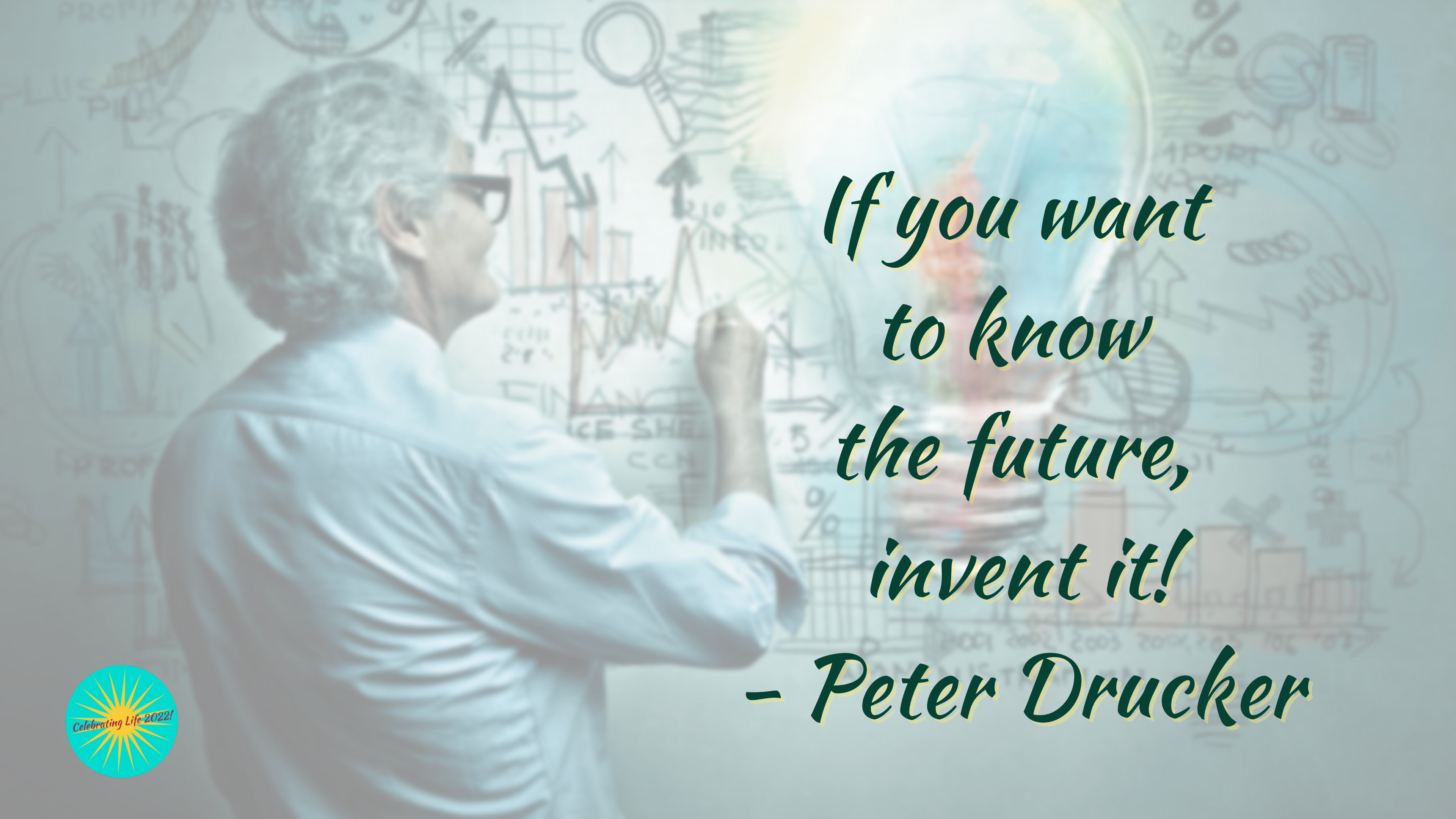
in Senior and Multi-Generational Centers in Albuquerque and around the country.

• *The Celebrating Life 2022 Global Digital Summit*

Utilizing the video library from The Gala, Conference & Expo and the *Ageless Living* Series,

we will create a Global Internet Summit to reach audiences around the world in the Fall of 2022.





*If you want
to know
the future,
invent it!*
- Peter Drucker



Our Primary Goals

Utilizing funds raised from this national initiative and working in partnership with a host of remarkable, dedicated, age-related collaborators, we will:

Inform, inspire, motivate, engage and provide real-life solutions to honor and benefit from the wisdom and experience of our elders.

Encourage and welcome the voices of our elders back into the decision-making process in this extraordinary time.

Create PSA's & Public Education Programs to eliminate Ageism.

Provide Innovative Educational Programs for People Who Weren't Born Yesterday.

Provide grants and prizes for elders who are doing outstanding work advancing elder-related issues and initiatives.



More Goals

- *Capitalize on the content and the audience associated with the PBS Ageless Living TV series to support people In Senior Living Communities, Assisted-Living & Hospital Environments.*
- *Create a Research & Development Fund to identify innovations in wellness, self-care, new senior & assisted-living concepts.*
- *Build a strong network of collaboration between Albuquerque and 550 Age-Friendly Cities.*
- *Build stronger bridges across & within generations.*
- *Develop new strategies for socialization for all elders.*



*Throughout most of history,
elders occupied honored roles
in society as sages and seers,
leaders, guardians of tradition,
and instructors of the young.
They were revered wise old men
and women who helped guide
the social order
and initiated others
into the mysteries.*

- Rabbi Zalman Schachter-Sholomi



Age-Friendly City Partners - Representing 100 Million People

Celebrating Life is committed to creating a more interconnected and engaged community of the 550 Age-Friendly Cities in the U.S. through a live-streaming of the *Celebrating Life 2022! Gala*.

Participating Age-Friendly Cities can host their own fundraising evenings and prepare the way for Celebrating Life Conferences and Product/Service Expositions in their city or region.

Age-Friendly Cities is a World Health Organization (WHO) initiative designed to support cities and communities in maintaining better health in older age and facilitate exchange of information, knowledge, and experience and finding appropriate and innovative and evidence-based solutions.

AARP administers this program in the U.S.

There are 550 Age-Friendly Cities in the U.S. representing over 100 million people.

Age-Friendly Cities - The Eight Domains of Livability

**Outdoor Spaces & Buildings – Transportation - Housing – Social Participation –
Respect & Social Inclusion - Civic Participation & Employment - Communication
& Information – Community & Health Services**

For more information visit: www.who.int/publications/i/item/WHO-FWC-ALC-18.4



What Makes Celebrating Life 2022 Special

Inspirational, Motivational, Informative, Interactive and Catalyzing

**Produced by an award-winning team with outstanding film, television, live-event experience,
and excellent age-related consulting credentials.**

**Capitalizes on an already established network of Age-Friendly Cities
and Ageless Living Television Series audience.**

- *Includes a Unique Blend of Components --*
world-class authors,
nationally-known keynote speakers,
uplifting live Musical Performances,
inspiring music and issue-driven videos,
valuable interactive learning experiences,
time for reflection, guided imagery processes,
breakout groups, as well as coaching, dance,
movement, personal health & wellness,
and age-empowered strategies

**Based On A Very Successful Pilot
presented to a live audience of 500 participants
in Jacksonville, FL. This pilot served as the basis for
the Cappannellis' Gold Nautilus Award-winning book
– *Do Not Go Quietly.***

Pilot underwritten by the following organizations, companies, non-profits,
NGOs and Private Donors: United Way of North Florida,
Area Agency on Aging, City of Jacksonville –Adult Services Division, Counsel
on Elder Affairs, Florida Ministry on Aging, The Cathedral Foundation, St.
John's Cathedral, University of North Florida Center for Aging Research.
Ida M. Stevens Foundation, Celeste Kruger & Associates,
and AgeNation.



*Nobody
grows old
by living
a number
of years.*

*They grow old
by deserting
their ideals.”*

– Samuel Ullman



Facts About 'People Who Weren't Born Yesterday'

- The 50-plus audience is currently 100 million strong and will eventually represent approximately 50% of the US population.
- Boomers control 70% of all disposable income and 50% of all discretionary spending.
- They spend \$750 billion annually, 164 billion on health care, 79 billion on new cars.
- purchases, 75 Billion on Health Insurance and \$157 billion on leisure travel.
- They purchase 41% of all personal care products and 35% of all new apparel.
- Boomers are the fastest-growing consumer segment on the Internet.
- Boomers and Elders spend an average of \$7 billion online annually.
- 43% of online traffic is generated by Boomers.
- Boomers purchase 42% of online travel and 80% of luxury travel.
- 85% rely on email as the primary means of daily communication.
- 66% send text messages and 37% access the Internet with their mobile devices.
- Fastest growing social media audience segment.
- In the U.S. alone, there are 10,000 Boomers who turn 65 daily.
- Over the next two decades, they will oversee the largest transfer of wealth estimated at \$8.4 trillion in the history of the world.
- This is only the beginning.
- There are over 160 million younger Americans and more than 3 billion older world citizens who will also soon be impacted by this dawning revolution.



Partnership Opportunities and Benefits

Celebrating Life 2022 offers outstanding partnership opportunities to companies, organizations and institutions and private donors ensuring fully integrated participation and high levels of media exposure and direct audience access across the entire Celebrating Life platform and provide maximum Return on Impact.

Celebrating Life also includes television broadcasts, audience exposure through additional conferences and product expos, podcast interviews, traditional television, radio and print media, internet and social media, Expo booths, gift bags, underwriting of AgeNation Life Achievement Awards, sponsorship of the cast of keynote speakers and acknowledgment in programs, films and video.

Title Partnership (\$125K – 2.5M Value)

This partnership offers the most extensive impact exposure and cross-promotional opportunities. Plus category exclusivity & brand identity throughout the entire initiative – Gala, Conference, Expo & Follow-on Events & Programs.

Major Partner (\$75K- 1.25 M Value)

This partnership offers the benefits of category-appropriate inclusion in all evergreen content, website exposure, and integration into a comprehensive digital media strategy plus audio, digital, visual and PR outreach.

Community Partner (\$25K - 500K Value)

This is your opportunity to join us and become an important part of the *Celebrating Life!* team & receive category-appropriate brand acknowledgement and exposure in this innovative initiative.

Exposition Opportunities (\$450 to \$2500)

Businesses, organizations, associations and groups interested in supporting this important initiative and introducing their products and services to this valuable Audience can participate with booths, as speakers and more.

Founder's Circle

Individuals who contribute \$5,000 or more.

Friends of Celebrating Life!

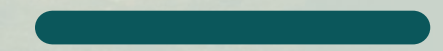
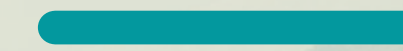
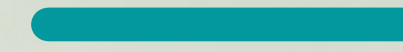
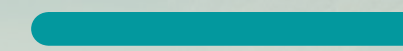
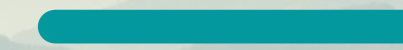
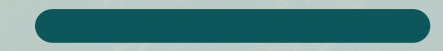
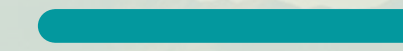
Individuals who contribute \$2500 or less.



www.celebratinglife2022.org

Title Partner Major Partner Community Partner

- Competitive exclusivity within your business category
- *Presented by category/visual identity on all communication materials*
- Category acknowledgment in closing credits of program broadcasts, documentaries, global summits & more
- *Visually-branded placement in all conference videos, podcasts - online and at events*
- Product placement in marketing materials where appropriate
- *Product endorsement and/or testimonials within podcasts*
- Category-appropriate acknowledgment in slide and video displays at live *Celebrating Life!* events
- *Ad insertion into some audio & video podcast episodes, programs & more*
- Rights to branded content to enhance promotion of partnership
- *Images and visual presence in documentary-style videos*
- Company spokesperson interviewed on audio & video for *Celebrating Life!* events
- *Prominent visibility on partner, press & event pages + live- event signage*
- Category-appropriate listing on website landing page

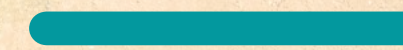
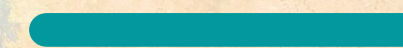
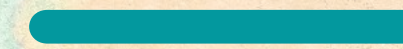
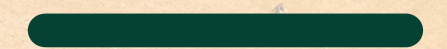
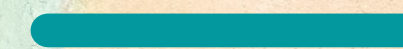
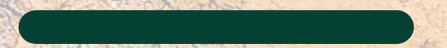
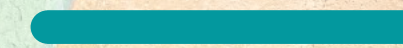
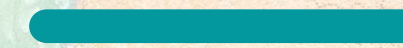
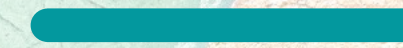


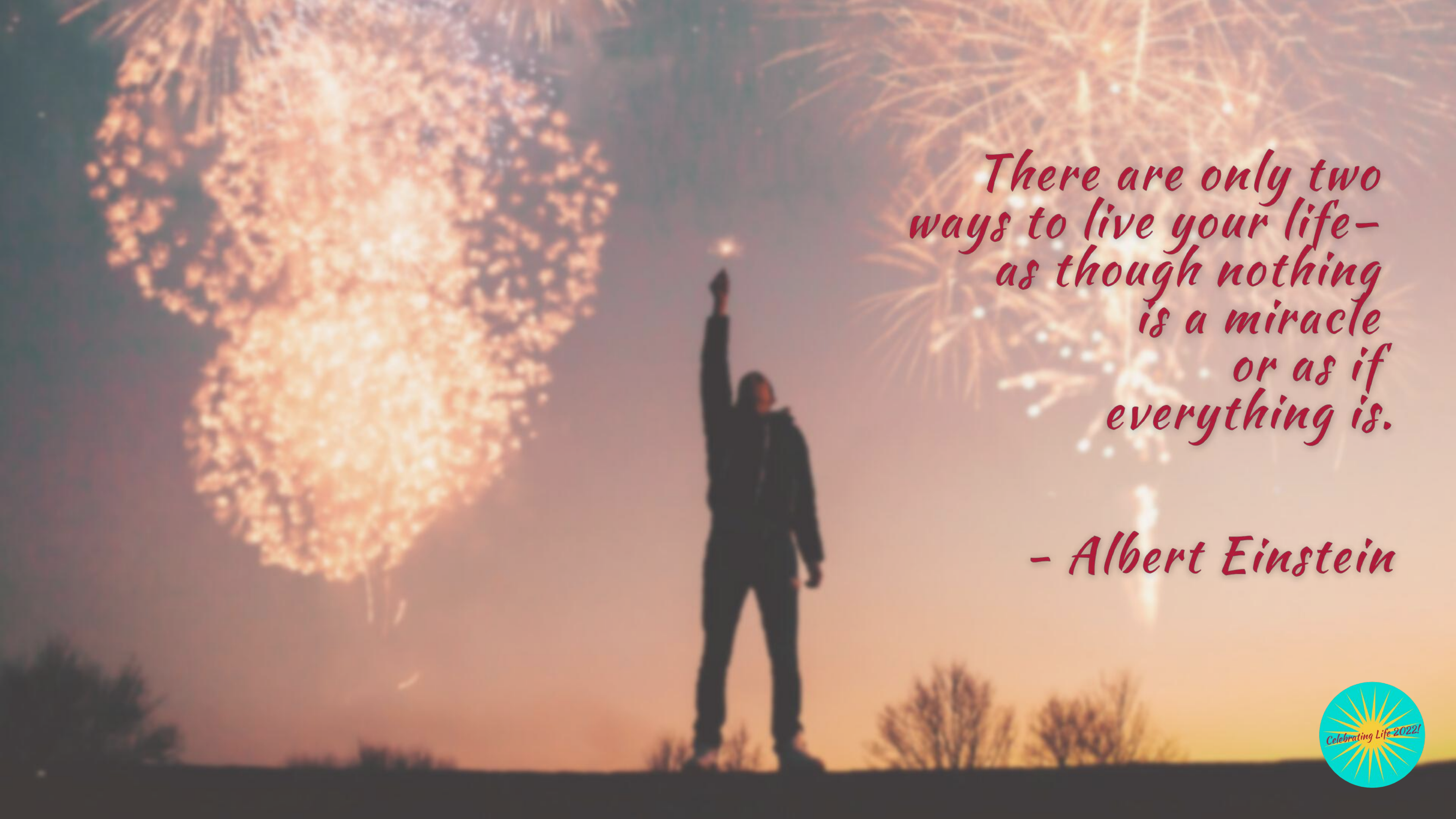
Title Partner

Major Partner

Community Partner

- Category-appropriate acknowledgment in audios & videos produced by *Celebrating Life!*
- *Rights to use Celebrating Life! branded content, testimonials, images for promotional use*
- Digital programming interaction and branded content on website
- *High-impact category-appropriate visibility in 12-month digital ad campaign*
- Product endorsement testimonial and customized content with link-back option on your website
- *Booth in category-appropriate section at Celebrating Life! expo*
- Option to host one *Celebrating Life!* event with keynote delivered by *Celebrating Life!* principal
- *Inclusion in all event marketing including digital, social, audio, video and email marketing*
- Customized digital media event marketing tool kit with social media, videos, and audio clips
- *Inclusion in press conferences, releases & outreach*
- Customized co-branded partnership press release
- *Rights to branded content, testimonials, images for promotional use*
- First right of refusal to secure same category for 2023 *Celebrating Life!* partnership





*There are only two
ways to live your life—
as though nothing
is a miracle
or as if
everything is.*

- Albert Einstein



About the Creators of Celebrating Life 2022!

George & Sedena Cappannelli are award-winning authors, producers, directors, and expert consultants on the second half of life -- and the co-producers of the award-winning, 40-episode *Ageless Living* Television Series now airing on PBS across the country.

Here are a few things some of their colleagues and collaborators say about them:

"Profound, compassionate and deeply useful, George & Sedena work is a guide to the genius and capacity in the second half of life."

Jean Houston

"You can see that spark when you hear George & Sedena illuminate the wisdom and life-affirming contributions of individuals moving from 'aging to sageing.'"

Michael Bernard Beckwith



"The Cappannellis remind us that the road to a more conscious future passes directly through the process of harvesting the wisdom of our past and participating in writing a New Third Act for the future."

Rabbi Zalman Schacher-Shalomi

"George and Sedena encourage us to live fully at any age, to act boldly for the sake of the world as well as our own souls."

Michael Meade



The Core Facilitation Team



George & Sedena Cappannelli



Heidi Sparkes-Guber



Celeste Krueger



Nathan Crane

Our talented and credentialed AgeNation and Ageless Living Teams are led by George and Sedena Cappannelli, who will also co-facilitate the event along with Celeste Krueger, Heidi Sparkes-Guber and Nathan Crane.

This core team will be joined by a number of other talented authors and experts from our *Ageless Living* Television Series, as well as other gifted wisdom keepers and healers, who will share their guidance, support and wisdom with us.

Finally, the efforts of this talented team will be complemented by the commitment and skills contributed by all who participate and share their own wisdom and experience with each other.



Speakers, Guest Faculty & Special Performers

Some of Our Guest Faculty

Possible Guest Keynote Speakers

Xavier Becerra – US Secretary of Health & Human Services
Atul Gawande - Author, *Becoming Mortal*
The President of Leading Age
Governor Michele Luhan Grisham
Mayor Tim Keller
Mayor Alan Weber
Other Luminaries

Poets (Written Excerpts & Live Readings)

Mark Nepo
Mary Oliver
Kahlil Gibran
T.S. Eliot
George Cappannelli

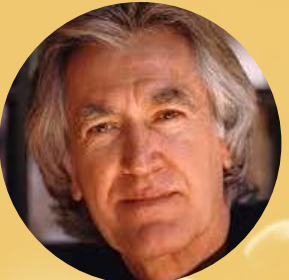
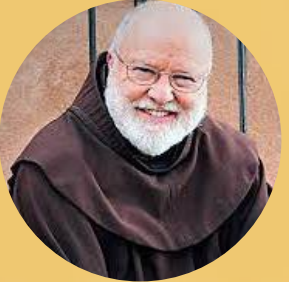
Lynne Twist
David Suzuki
Joan Halifax
Thomas Moore
Gregg Braden
Joan Borysenko
Dr. Larry Dossey
Barbara Dossey
Ashton Applewhite
Chip Connelly
Tom Eddington
Anita Moorjani
Grandmother Flordemayo
Michael Meade
Kelly Sullivan Walden

Music
by Leading Musicians
of Our Time
plus

Madi Sato
Nancy Kenny
Consuelo Luz
Martha Reich
Steve Weisberg
Luke & The Lovingtons

Support Facilitators
Marie Trigg • Rick Bastine • Gordon Dveirin • Marilyn Winter-Tamplin

Production Team
George Cappannelli & Sedena Cappannelli - Co-producers
George Cappannelli - Director
Ageless Living Television & Post-Production Team
Kit Thomas & Teana Davis - Live Event Associate Producers
Event Production Coordinator (TBA)
Product & Services - Coordinator (TBA)
Volunteers



About the Presenting Organizations

Haverland Carter Neighborhood Foundation has a two-fold mission: to assist residents of the care communities within Haverland Carter Lifestyle Group, and to invest in senior health and wellness initiatives in the greater Albuquerque area, as well as in transforming the lives of New Mexico's seniors.



AgeNation's mission is to inspire hearts and minds and enrich the lives of people in the second half of life, as well as younger people who are inheriting the future. Through best-selling books, radio, television, live and digital conferences, retreats and educational courses, AgeNation helps redefine what it means to live consciously and age wisely in the 21st century.

Albuquerque Department of Senior Affairs is one of the nation's leading Department of Senior Affairs. It provides activities and opportunities to promote active and healthy aging. It also offers a continuum of care and some of the best age-related services and facilities designed to meet individual needs throughout the aging spectrum.



Empower New Mexico is dedicated to advancing innovative strategies and partnerships that offer solutions to some of our most critical challenges resulting from the demographic revolution that will soon see 50% of our population over fifty for the first time in history. Empower supports vulnerable sections of our aging population.

The Ageless Living Series - This innovative new, award-winning 40-episode television series co-produced by George and Sedena Cappannelli under AgeNation, features best-selling authors - many of whom are multiple *NY Times* bestsellers and some of the most popular Wisdom Keepers of our time. The *Ageless Living Series* is now being distributed by New Mexico PBS to the PBS network of local stations across the country.



**It is time
to correct what is clearly
one of humanity's great errors.
Time to honor our elders.
Realign with the Wisdom Traditions.
Build bridges of understanding
between and across generations.
Eliminate Ageism wherever it is found.
And re-invite the voices of our wisdom keepers
into the critical decision-making
of this very troubled time
-- and into a constructive partnership
in building a far more noble,
sane and regenerative future.
*Will you join us?***



*"Young. . . Old.
Just words."
- George Burns*



**For additional partnership options
contact Sedena C. Cappannelli
Co-Founder and Executive VP
505-470-6295 | sedena@agenation.com**

www.celebratinglife2022.org

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Lynn Trojahn, Fundraising Consultant
505-573-1180 | ltrojahn@icloud.com**