

RUTH ECKERD HALL

RICHARD B. BAUMGARDNER CENTER FOR THE PERFORMING ARTS

PRESS RELEASE

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2010 FLORIDA BOOMER LIFESTYLE CONFERENCE TO BE HELD AT RUTH ECKERD HALL APRIL 15, 2010

2nd Annual Event Theme Explores Reinventing Life After 50

Tickets are on sale now

February 22, 2010, Clearwater, FL – ChappellRoberts and Common Language, producers of the Florida Boomer Lifestyle Conference, today announced the date for the second annual meeting, which will take place April 15, 2010 at Ruth Eckerd Hall in Clearwater. The Conference will explore trends that are shaping how baby boomers are reinventing their lives personally, professionally, physically and spiritually – and what those trends mean for companies marketing to them. Tickets are on sale now.

“The recent economic fallout has engendered a mass wakeup call among boomers nationwide: if they expect to live well into old age, they’d better learn how to gain control over their careers and health, and find what gives their lives meaning and purpose,” said Michelle Bauer, chief strategist of Common Language and co-producer of the Conference. “Learning how to reinvent yourself after the loss of a job held for 25 years, or a divorce, or the sudden responsibility of caring for an aging parent or chronically ill spouse is enough to knock anyone off their game.”

Dealing with any one of these life changes is challenging enough. But many boomers find themselves having to navigate several of them simultaneously, and they’re seeking solutions that will help them stay healthy, marketable and personally and spiritually fulfilled. “The Conference is designed to give marketers greater insight into the current boomer zeitgeist and capitalize on it to successfully address the needs of this huge market,” Bauer added.

Boomers – the 78 million people born between 1946 and 1964 - are key to Florida’s economic future. They are expected to make up more than 30 percent of the state’s population by 2015. Understanding the current boomer consumer mindset and what messages and methods resonate most with them will be the primary focus of the 2010 Conference.

“Successfully engaging today’s boomer customer is all about niches and life stages, not a one-size-fits-all approach,” said Colleen Chappell, CEO of ChappellRoberts and co-producer of the Conference. “This year’s program will show marketers how to weave messages that zero in on their target customers’ unmet

needs together with the most effective mix of traditional media, online media, and other vehicles for reaching them.”

“Today, every penny counts – from both the marketers’ perspective and the consumers’,” Chappell continued. “We’ll showcase the people who are achieving maximum return on investment for their companies and the greatest satisfaction for their customers.”

The Conference agenda will devote special attention to industries serving baby boomers that are poised for explosive growth in the coming decade. Florida’s competitiveness in these industries – which include anti-aging medicine, healthy and sustainable living, lifelong learning, and care giving - will be explored in keynote presentations, panel discussions, case studies and best practices.

The Florida Boomer Lifestyle Conference is sponsored by Blue Cross and Blue Shield of Florida and Ruth Eckerd Hall. Sponsorship opportunities are available. For more information, contact Michelle Bauer at michelle@common-language.com or (727) 510-2524.

Tickets are \$195.00. To learn more about the Florida Boomer Lifestyle Conference and register online, please visit the website at www.floridaboomerlifestyle.com.

Designed by the prestigious Frank Lloyd Wright Foundation, Ruth Eckerd Hall is known for its 2,180-seat, acoustically perfect auditorium. Artists from America and around the world, ranging from classical, rock, opera, Broadway, jazz, pop and more are included in the stellar lineup of more than 200 performances a year.

Ruth Eckerd Hall and the Ruth Eckerd Hall Foundation are 501(c)(3) not-for-profit organizations.

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