AARP MULTICULTURAL MARKETS & ENGAGEMENT
ASIAN AMERICAN & PACIFIC ISLANDER AUDIENCE TEAM WELCOMES YOU

WHAT: AARP Ideas@50+
Ideas@50+ is a whole new way to learn and engage with others who share the same interests and passions as you! Over three days, you will have access to world-renowned speakers, thought leaders, exhibition floor and live entertainment.

PROGRAMS OF INTEREST:

Thursday, September 4

• 6:00 – 8:00pm: Premiere of documentary “Caregiving Dahil Mahal Kita (Because I Love You)” and evening reception with special guest retired Maj. Gen. Tony Taguba and guests of the San Diego Asian American Pacific Islander community

  Caregiving Dahil Mahal Kita (Because I Love You) presents the traditions and challenges of family caregiving in the Filipino-American community through the eyes of three unique caregiving stories. These firsthand accounts are a starting point for the candid discussions families need to help find the support to care for loved ones.

Friday, September 5

• 2:00pm – 2:45pm: High-tech expert Guy Kawasaki on The Art of Innovation
• 7:00pm – 10:00pm: Boomer Superstar Contest Powered by American Idol Live Hosted by Randy Jackson with celebrity judges Emilio Estefan, Patti Austin and Taylor Hicks. Live performances by the top five finalists! Tickets are $25, general admission seating.

Saturday, September 6

• 11:30am - 12:15pm: Dr. Michio Kaku, Ph.D. on The Future of the Mind

WHERE: San Diego Convention Center, 111 West Harbor Drive, San Diego, CA 92101

MORE INFO: AARP Ideas@50+ www.aarp.org/ideasat50

FREE PRESS REGISTRATION: Bonnie Kwong at bkwong@niwapr.com or (501) 501-0776
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.