

6TH ANNUAL  
**beyond the numbers**  
THE BOOMER MARKETING SUMMIT

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**FOR IMMEDIATE RELEASE**

**The F#@! You Fifties and Other 50somethings Shockers**

*Futurist Marian Salzman Discusses Marketing Wake-Up Call As Beyond the Numbers Keynote*

**LAS VEGAS, Nev. (February 16, 2007)** – 50 just doesn't look 50 anymore. Marian Salzman, executive vice president/chief marketing officer for JWT, addresses the reasons why in her keynote at this year's [Beyond the Numbers: The Boomer Marketing Summit](#).

Author of more than a dozen non-fiction books on topics ranging from cultural shifts to current affairs, Salzman is recognized as one of the world's leading futurists and strategists. She has identified and/or taken public such societal concepts as "metrosexuality," "singletons," and "globesity."

"Our long-held beliefs about what it means to be old are being rocked," says Salzman. "Today 50 something represents a sense of liberation that borders on revolutionary. If this is what it means to grow old gracefully . . . . vive la revolution!" In her keynote, Salzman will delve into 10 "shockers" about 50somethings in the world today, including:

- **Sex:** They're having more of it and rumor has it: it's better
- **Kids:** 50somethings today are more likely to be young moms than young grandmothers
- **Career:** Second and third careers allow vibrant 50somethings to push the envelope and fulfill dreams they left behind years ago
- **Reinvention:** How 50somethings are given license to be whoever they want to be for their Second Adulthood

For the sixth year, *JWT BOOM*, the premier integrated marketing firm specializing in reaching consumers 40+, presents [Beyond the Numbers: The Boomer Marketing Summit](#). This year's Summit, ***Boomers 2.0 – Reaching 40+ Consumers Today***, will be held March 26 and 27 at The Wynn Hotel in Las Vegas, and addresses the impact of the digital age on the boomer lifestyle. The two-day Summit brings together the experts who are shaping digital technology and new media to provide marketers with insights and expert information on how to leverage digital technology to better target, reach and sell to this dominant market.

Registration for this year's Summit is \$1,895, which includes research, general sessions, workshops, clinics, continental breakfasts, keynotes, luncheons, on-going refreshments, receptions and complete conference documentation. Because space is limited, early registration is required.

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**About *JWT BOOM***

*JWT BOOM* is the premier integrated marketing firm specializing in reaching consumers 40+. Providing results-driven strategy and execution, *JWT BOOM* excels at helping clients build profitable and lasting relationships with Boomer and mature consumers. The group is headquartered in San Francisco.

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