

Renowned researcher to share secrets of longevity at Mid-America Institute on Aging

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Dan Buettner traveled to the world's "Blue Zones" to meet the planet's longest-lived people, discovering centenarians who lead active lives with fewer diseases and close vibrant circles of friends and family. He will share his findings at the eighth annual Mid-America Institute on Aging (MAIA), to be held at the University of Southern Indiana on August 13 and 14.

Buettner, a National Geographic fellow, is the author of two *New York Times* best-sellers on longevity: *The Blue Zones* and *Thrive*. His newest book, *The Blue Zones Solution: Eating and Living Like the World's Healthiest People*, is filled with moving personal stories, delicious recipes and tips for transforming any home into a miniature blue zone. He has delivered more than 3,000 speeches to audiences world wide. His TED Talk "How to live to be 100+" has been viewed over 2 million times and his *New York Times* Sunday Magazine article, "The Island Where People Forget to Die" was the second most popular article of 2012.

In 2009, Buettner partnered with AARP to apply the principles of the Blue Zones to Albert Lea, Minnesota, and successfully raised life expectancy and lowered health care costs. He's currently working with Healthways to implement the Blue Zones Project in 17 cities throughout America.

There is a registration fee to attend one or both days of the conference, and this rate will increase after July 30. However, USI and its partners are offering free entry to hear Buettner speak on Thursday, August 13 at 8:30 a.m. To reserve a seat for Buettner's presentation only, call USI Outreach and Engagement at 812-464-1989 or 800-467-8600.

MAIA, co-sponsored by SWIRCA & More, is a two-day gerontology conference for health professionals and members of the community. The Upgrade campaign (UPGRADENOW.ORG) is collaborating to host Buettner's keynote.

In addition to Buettner, this year's MAIA will feature **Teepa Snow, MS, OTR/L, FAOTA**, an occupational therapist with a background in Alzheimer's disease and dementia; **Zachary Benedict, AIA, LEED, AP**, an architect specializing in challenges facing our growing older adult population; **Sandy Markwood**, CEO of the National Association of Area Agencies on Aging in Washington, D.C.; **Eva Kor**, a Holocaust survivor and forgiveness advocate; and numerous breakout sessions related to healthy aging.

Teepa Snow returns as a MAIA speaker for the third year in a row, and she is leading a special pre-conference workshop on dementia for direct care providers on Wednesday, August 12 at USI, along with two sessions targeted for emergency personnel and first responders during the two-day conference.

Two additional specialty tracks will be led by **Dr. Tim Johnston** with Services and Advocacy for GLBT Elders (SAGE), New York, New York, and **Karen King**, a registered drama therapist from Osage City, Kansas, who specializes in creative enrichment experiences for older adults.

For registration information on MAIA and the pre-conference workshop, visit www.usi.edu/maia, call 812-464-1989 or 800-467-8600, or email outreach@usi.edu.