

Friday, January 29, 2010



Dan Buettner

Blue Zones: Secrets of a Long Life

World renowned explorer and National Geographic writer, Dan Buettner, and his team of researchers have traveled across the globe to discover Blue Zones—hotspots of human health and vitality.

Along the way he's met people teeming with vigor at age 100 and beyond. Working with the National Institute on Aging, he identified five small populations with the world's highest life expectancy. Then, working with a second team of scientists, he isolated the common denominators that explain extraordinary longevity. What is the optimal diet for making it to a healthy age 90? Should you be running marathons or doing yoga? What supplements work? Does stress really shorten your life? Dan debunks the most common myths and offers a science-backed blueprint for the average American to live another 12 quality years.

His presentation incorporates National Geographic images that will take audiences into the world's five Blue Zones, tell stories and instruct how to get more life from your years and more years from your life. The presentation ends with a simple formula that shares how you could add quantity and quality to your life.

About Dan: Dan Buettner is the *New York Times* best-selling author of "The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest". Buettner is an internationally recognized explorer who founded Blue Zones – a project that researches the world's best practices in health, happiness and longevity and shares that information to help people live longer, better. During 2009, Dan led the successful project in Albert Lea, MN, to implement community and social changes that improve quality of life and added an average of at least two years to life expectancy to each resident's life. The article Buettner wrote for *National Geographic Magazine* in November 2005, "Secrets of Living Longer," was the third highest selling issue in the magazine's history and made Buettner a National Magazine Award finalist. Buettner has appeared as a longevity expert on The Oprah Winfrey Show, Good Morning America, The Today Show, ABC World News, CBS' The Early Show, the Dr. Oz Show and CNN. He is also a member of Cooking Light magazine's Advisory Board.

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