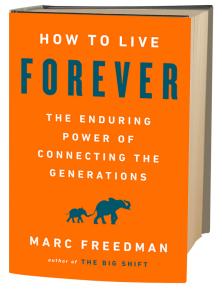
COMING NOVEMBER 13!

FOREVER

"...a heartfelt and heartwarming book that will spark purpose in the young and hope in their elders."

— Daniel H. Pink, author of When and Drive



"...an important bookend to Atul Gawande's *Being Mortal* and a humane guide to true immortality."

- Ellen Goodman, Pulitzer Prize-winning columnist and founder, the Conversation Project

"...an intergenerational love letter and a practical manual for change. The era of age apartheid is ending, and Marc Freedman's beacon lights the way ahead."

— Jonathan Rauch, author of The Happiness Curve

"This deeply optimistic book is Freedman's legacy, and what a gift."

- Ashton Applewhite, author of This Chair Rocks

How can a society with more older people than younger ones thrive?

Encore.org President and CEO Marc Freedman tells the story of his 30-year quest to answer that question in his new book, *How to Live Forever*. Spoiler alert: Uniting the generations. It's what young people want and need, and it's the surest route to happiness and well-being in later life.

RESERVE YOUR COPY NOW

Order your copy before November 13 and you'll get access to three powerful video trainings designed to help you make the most of your encore years — for free.

Find events, reviews, media coverage and more at **howtoliveforever.org**