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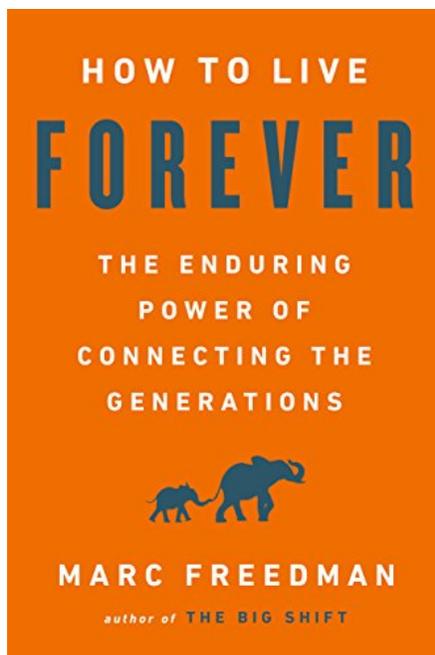
HOW TO LIVE FOREVER

**The Enduring Power of
Connecting the Generations**

By MARC FREEDMAN

author of *The Big Shift*

“[Freedman’s] enthusiasm is infectious and affecting, and his agenda bristles with sincerity and significance...[HOW TO LIVE FOREVER] grabs us by the shoulders, turns us toward an important issue, and grips us until we truly see and understand.” —*Kirkus Reviews*



For more than 30 years, **Marc Freedman**—one of the world’s leading experts on the longevity revolution—has been on a quest to answer some of contemporary life’s most urgent questions: With so many living so much longer, what is the meaning of the increasing years beyond 50? How can a society with more older people than younger ones thrive? How do we find happiness when we know life is long and time is short?

In his deeply moving and important new book, **HOW TO LIVE FOREVER: The Enduring Power of Connecting the Generations** (on sale: November 20, 2018 | PublicAffairs Books), Freedman—now 60 and a member of the older

generation he has studied for decades—delivers this powerful message: Uniting the generations is the key to societal survival in our more-old-than-young world. It's what young people want and need. And it's the surest route to happiness and well-being in later life.

In **HOW TO LIVE FOREVER**, Freedman finds insights by exploring purpose and generativity, digging into the drive for longevity, and studying the impact of age segregation. He finds wisdom in stories from young and old, featuring ordinary people and icons like jazz great Clark Terry and basketball legend Kareem Abdul-Jabbar.

Having traveled the globe in search of innovators bringing older and younger people together, Freedman is at the center of a nascent movement of activists and innovators working to unite the generations. He writes about a beloved columnist in London calling Boomers to second careers in the classroom, and about Singapore's grand plan for multigenerational living. We learn about organizations like Pushy Moms, a growing group of 60-something women who help community college students get into four-year colleges, and Nesterly, a new intergenerational homesharing service for older people with room to spare and college students who need low-cost housing.

Enlivened by the stories of Freedman's own mentors—a sawmill worker turned Foster Grandparent, a university administrator who served as Einstein's driver, a cabinet secretary who won the Presidential Medal of Freedom, and Freedman's own father, a gym teacher who spent his retirement years organizing track meets for elementary school students—**HOW TO LIVE FOREVER** is, as Jonathan Rauch (*The Happiness Curve*) calls it, “as heartwarming as *Tuesdays with Morrie*” and “**an inspiring and timely manifesto for a better future.**”



ABOUT THE AUTHOR

Founder and CEO of Encore.org, **Marc Freedman** is a much-honored social entrepreneur who spearheaded creation of both Experience Corps and the Purpose Prize. He is a member of the *Wall Street Journal* “Experts” panel, a frequent commentator in the media, and the author of four previous books, including *The Big Shift: Navigating the New Stage Beyond Midlife* and *Encore: Finding Work That Matters in the Second Half of Life*.

HOW TO LIVE FOREVER **The Enduring Power of Connecting the Generations**

By Marc Freedman

On sale: November 20, 2018 | ISBN: 978-1-5417-6781-2 | \$27.00 | 224 pages

ADVANCE PRAISE | **HOW TO LIVE FOREVER** | MARC FREEDMAN

“‘The old and young are built for each other.’ On this simple but profound statement, Marc Freedman builds an inspiring and timely manifesto for a better future. As heartwarming as *Tuesdays with Morrie*, yet deeply researched and enlivened by enough real-life examples to persuade the toughest skeptic, *How to Live Forever* is both 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* and Contributing Editor at the *Atlantic*

“To be happy, what do we need? Strong bonds with others and a sense of meaning. In *How to Live Forever*, Marc Freedman brilliantly explores how we can foster happier, healthier, more productive lives by connecting the older and younger generations. Freedman illuminates why and how the generations are tremendous untapped resources for each other—and why, as we face a more-old-than-young world, creating this connection matters more than ever.”
—**Gretchen Rubin**, author of the *New York Times* bestseller *The Happiness Project*

“In this powerful and persuasive work, Marc Freedman shows that the generation gap is far from inevitable. In its place, he offers a compelling vision for the future of intergenerational relations: an alliance of talents that brings joy, empowerment, and abundance to both youth and old age. *How to Live Forever* is 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*

“Beautifully written and enormously inspiring, *How to Live Forever* profoundly changes the conversation about long life and rewrites the generational compact. Read it and be changed.”—**Laura Carstensen**, Professor of Psychology, Stanford University, and author of *A Long Bright Future*

“Marc Freedman’s *How to Live Forever* is a wise and joyful gift to readers of every age.”—**Gloria Steinem**

“Marc Freedman is one of the wisest thought leaders in the aging and longevity world. With this book, he has crafted a masterpiece, written with deep humanity and insight. This is a soulful rallying cry for intergenerational collaboration like we’ve never seen before. I finished this book brimming with optimism about our future.”—**Chip Conley**, author of *Wisdom@Work* and Strategic Advisor, Airbnb

“In *How to Live Forever*, Marc Freedman draws upon his lifetime of knowledge and experience as one of the nation’s foremost social entrepreneurs and his skill as a masterful storyteller to demonstrate that the only way to live forever is to live together. Arguing that our role as older people is not to try to be young but to be there for those who actually are, he makes a compelling case that inspires us to connect people of different generations.”
—**Jo Ann Jenkins**, CEO of AARP and author of *Disrupt Aging*

“Twenty years ago I read Marc Freedman’s groundbreaking book *Prime Time* and it changed my life, inspiring and guiding me as I embarked on my encore career. With *How to Live Forever*, Freedman has done it again. This extraordinary, insightful, and deeply moving book will touch your heart and remain on your mind long after you put it down. It might even change your life!”—**Sherry Lansing**, former Chairman and CEO, Paramount Pictures, and Founder and CEO of the Sherry Lansing Foundation

“Marc Freedman knows that we owe our kids more—more caring adults, more support, more hope, more love. And he knows that we have the human beings—tens of millions of us over 50—who can deliver. If you care about kids, read this beautiful, hopeful book, get swept away by the power of its

argument and its stories, and step up to the challenge. Surely, our generation can do more to change the odds.”—**Arne Duncan**, former U.S. Secretary of Education and author of *How Schools Work*

“Marc Freedman has written a warm, personal and inspiring alternative to the sorry national narrative of generational conflict. This is an important bookend to Atul Gawande’s *Being Mortal* and a humane guide to true immortality.”

—**Ellen Goodman**, Pulitzer Prize–winning columnist, author, and founder of the Conversation Project

“Forget skin creams and fad diets. As Marc Freedman reminds us, there is only one way to live forever: be useful to others—especially to those coming up behind you. In this wise, inspiring, and practical book he offers us all a clear path to a purposeful life.”—**Eric Liu**, CEO of Citizen University and author of *You’re More Powerful Than You Think*