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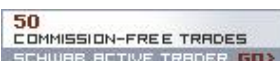
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Press Release

Source: LTC Financial Partners LLC

Winners Announced for 'Over 65, Into Over-Drive' Contest; Tongue-In-Cheek Competition, Now Ended, Invited Examples of Age-Defying, Un-Wimpy Activities

Thursday August 24, 6:30 am ET

KIRKLAND, Wash., Aug. 24 /PRNewswire/ -- Today a first-place and four second-place winners were announced for the "Over 65, Into Over-Drive" contest, sponsored by LTC Financial Partners LLC, the nation's most experienced long term care insurance brokerage. "Everybody had fun and the top entries certainly met our objective, to undermine the stereotype that over 65 means over the hill," says Jonas Roeser, Director of Marketing.

*(PHOTO: Send2Press.com/mediadesk/LTC-JonasRoeser_72dpi.jpg)

*(Photo Caption: LTC Financial Director of Marketing Jonas Roeser.)

The first-place entry, based on judges' opinions of relevance and human interest, was from Cathi Watson of Schaumburg, IL:

"I am over 65 and ... a sizzling, sensational, & sexy senior that climbs the 94-Floor, 1632-step 'Hustle Up the Hancock' in Chicago and runs the 10K 'BolderBoulder.'"

The second-place entries came from the two coasts, California and New York:

"I am over 65 and ... finished first place at the US National Jump Rope competition!" -- A. Knights, Brooklyn, NY

"I am over 65 and ... I go to the gym 5 times a week, do 40 minutes on the treadmill and bike and then pump iron -- and I'm 87!" -- Lucy Webster, Auburn, NY (entered by her daughter, Marylou Ambrose)

"I am over 65 and ... laughing all the time as the world's only Jollytologist ... and president of The Association for Applied and Therapeutic Humor." -- Allen Klein, San Francisco, CA

"I am over 65 and ... I have sex daily." -- Bernard Dworkin, New York, NY

No prizes were promised. "We wanted people to enter just for the fun of it," says Roeser. "However, we've decided to send surprise, token awards just for the heck of it."

Though tongue-in-cheek, the contest had a serious intent. As 77 million baby boomers approach a robust retirement and ever-increasing life spans, "Seniors continue to suffer an image that's way out of date," says Roeser. "Today's seniors are healthy, active, and dynamic. But the public still associates retirement age with slowing down, losing memory and so forth. That's all wrong." On March 9 the U.S. Census Bureau reported improving health and wealth among senior Americans, along with a projected doubling of the 65-plus population over the next 25 years.

More information about LTC Financial Partners is available at the LTC Hotline:



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