



## MEDIA ADVISORY

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### Alliance for Lifetime Income Is Proud Sponsor of New Public Television Pledge Special “Life’s Third Age,” hosted by Age Wave Founder and CEO Ken Dychtwald, Ph.D.

*This provocative exploration and guide to redefining and reimagining retirement premieres Saturday, November 28 at 7:00PM ET*

**WASHINGTON, D.C., November 25, 2020** — The Alliance for Lifetime income today announced it is proud to join renowned psychologist, gerontologist and best-selling author of 18 books, Ken Dychtwald, Ph.D. for a groundbreaking exploration and guide to reimagining retirement through its exclusive sponsorship of the new public television special “Life’s Third Age.” As Americans experience an unprecedented longevity revolution, Baby Boomers are at the leading edge of this transformation.

This revealing and engaging program produced by Generation Entertainment features Dr. Dychtwald’s life-changing insights and encourages viewers to discover the innovative ways they and their families can navigate and enjoy previously unimagined opportunities and challenges in this new life stage, including learning how we can match our healthspan to our lifespan, maintain financial security, be our best self and live life with new purpose.

**The special will premiere on THIRTEEN, New York City’s flagship public television station, on Saturday, November 28 at 7:00PM ET.**

The premiere will be followed by multiple broadcasts in the New York, Philadelphia, Albany and Buffalo markets, including:

STATION/MARKET	BROADCAST DATE/TIME
NJTV/New York City	Mon. 12/7 8:00PM ET
NJTV/Philadelphia	Mon. 12/7 8:00PM ET
WLIW/New York	Thur. 12/10 8:00PM ET
WNED/Buffalo	Sun. 12/13 5:00PM ET
WMHT/Albany	Sun. 12/27 12:00PM ET

“Life’s Third Age” will continue to air on local public television stations nationwide with future broadcasts to be announced.

“The pandemic has triggered a year of extraordinary turmoil and uncertainty in virtually every aspect of people’s lives, from our health and social wellbeing to our money and finances, causing millions of Americans to reset their priorities and reimagine what they want in life,” said **Jean Statler, CEO of the Alliance for Lifetime Income**. “The Alliance couldn’t be happier to join and support Dr. Dychtwald in his mission to help Americans navigate retirement by understanding the possibilities in this next phase of life, using practical, real-world ideas to create a future that is both secure and filled with optimism.”

“Due to increasing longevity and the aging of the Boomer generation, retirement is radically changing, morphing into an entirely new phase of life now that few people or societies in human history have ever considered or experienced,” said **Ken Dychtwald, Ph.D., Founder and CEO of Age Wave**. “We’re living 20, 30 and more years in life’s Third Age, and innovation in everything from healthcare to housing to finances is transforming how Americans can lead healthier and more fulfilling lives at every age. Age Wave is excited to partner with the Alliance for Lifetime Income on this educational journey to help people live their best life.”

For more information on “Life’s Third Age,” please visit [here](#).

#### **About the Alliance for Lifetime Income**

*The Alliance for Lifetime Income is a non-profit 501(c)(6) educational organization based in Washington, D.C., that creates awareness and educates Americans about the value and importance of having protected lifetime income in retirement. Our vision is for a country where no American has to face the prospect of running out of money in retirement. The Alliance provides consumers and financial advisors with educational resources, interactive tools, and actionable research and insights to use in building retirement income strategies and plans. We believe focusing attention and conversations on retirement income that lasts throughout life leads to greater retirement security for millions of Americans. Learn more at [www.allianceforlifetimeincome.org](http://www.allianceforlifetimeincome.org) and [www.ProtectedIncome.org](http://www.ProtectedIncome.org).*