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FOR IMMEDIATE RELEASE

Lifesprk Brings Second Wind Tour to Minneapolis
Sparking A Powerful, New Conversation about Senior Care

April 10, 2014 —Lifesprk has sponsored Dr. Bill Thomas's Second Wind Tour to bring the performance to Orchestra Hall in Minneapolis, MN on Friday, May 9. Inspired by Thomas' new book examining the baby boom generation's reluctant second coming of age—*"Second Wind: Navigating the Passage to a Slower, Deeper and More Connected Life"* – the Second Wind Tour will visit 25 cities on a national bus tour from March 31-June 6, 2014 sparking powerful, new conversations about senior care.

CEO and Founder of Lifesprk, Joel Theisen, RN, will be the featured local faculty for the May 9 event. Theisen said this event serves as a "call-to-action for a new conversation about senior care and what our experience will be like in the second half of our lives – for ourselves and our loved ones as well as for the people and families we serve."

For more than 20 years, the leadership team at Lifesprk has been working to eliminate the roller coaster of health care crisis, and change the experience for people in the second half of life. According to Theisen, "we've been frustrated by the narrow, siloed approach that has been the standard in what's called aging services for decades. The focus needs to shift to the individual and what is most important to him or her, and helping him or her achieve 'it.'"

Lifesprk, along with a coalition of more than three-dozen national and local sponsors, including AARP's Life Reimagined, Capital Impact Partners and Merrill Lynch, are bringing this event to Minneapolis because they share Dr. Thomas's vision of helping people "re-imagine their lives, work, and communities."

"The Tour is really a companion to the book's 'second wind' theme in that it challenges the conventional narrative of decline in mid-life and beyond," Dr. Thomas said. "I want people to see, hear, feel, and connect to the power that arises from finding a 'second wind' in life."

Well known as an inspirational writer, speaker, and performer, Dr. Thomas combines his efforts to promote change in medicine and society with elements of artistic expression. His background as a playwright ("Kallimos," "Play What's Not There") and musician helped him to create the Second Wind Tour's unique "non-fiction" theatrical experience.

For more information about the Second Wind Tour, call Lifesprk Navigation at 952-345-8770 or email ShineOn@lifesprk.com.

ABOUT LIFESPRK

One of the fastest growing companies in the Twin Cities, Lifesprk, formerly AgeWell, has experienced double-digit growth almost since its founding in 2004. The company is the leading provider of Life Experience (a unique blend of geriatric care management and home care) in the metro, and is becoming a national catalyst to eliminate the roller coaster of health care crises.

Lifesprk's leaders have seen too many people in the second half of life on a roller coaster of crises that robs *them* of control, opportunities and independence. That robs *our society* of their wisdom, laughter and presence. That's just not acceptable, and the Lifesprk team has made it their passion to ***change that experience***. Lifesprk is about opportunities. With three levels of service available, they provide a flexible continuum of support to match what people need and help them build a pathway to their goals, addressing any issues or concerns that may interfere. With their proprietary Lifesprk Experience™ they provide proactive guidance to give people just the right level of support to SHINE the way they want according to THEIR goals.

Lifesprk was named one of the 2009 Small Business Success Stories by *Twin Cities Business Magazine* and has been identified by the *Star Tribune* as a top workplace in the Twin Cities for two years in a row. Also in 2012, Lifesprk was named a *Fast 50* for the state of Minnesota, marking the third time in five years that Lifesprk has been among the fastest growing private companies in the state.

Known as a business innovator, Lifesprk CEO & founder Joel Theisen was named a 2011 finalist for the Ernst & Young *Entrepreneur of the Year Award* for the upper Midwest. In 2007, he was named one of the 40 under 40 in the Twin Cities and has also been consistently recognized by the media as an outstanding entrepreneur and community activist. Joel has over 20 years of experience in the healthcare industry with specific expertise and focus in home and community-based elder care.
Visit: www.lifesprk.com

ABOUT DR. BILL THOMAS

Dr. Bill Thomas is a visionary and internationally recognized expert on aging. He is an Ashoka Fellow and winner of the Heinz Award for the Human Condition. He co-created The Eden Alternative, an international nonprofit, and The Green House Project, both models to revolutionize nursing home care. In addition to teaching, speaking, and consulting internationally, he is currently a Senior Fellow of AARP's Life Reimagined Institute. A graduate of the State University of New York and Harvard Medical School, he lives in Ithaca, New York with his family.
Visit: www.secondwindtour.org

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