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## GRANDPARENT MARKETING GROUP DEVELOPS CELEBRATION OF 100 “AGELESS” AMERICANS FOR NINTENDO

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(PRLEAP.COM) Nintendo, the world’s largest video game manufacturer, is celebrating the special achievements of 100 people for whom age is no barrier to accomplishment. The “Ageless Awards.” Created by Grandparent Marketing Group to promote Nintendo’s “Brain Age” brain-training game, the Ageless Awards recognize the unique achievements of Americans who push the traditional boundaries of age and performance.

The winners of this year’s Ageless Award include Wilbert Behn, 88, the world’s oldest lion tamer; Dorothy Geeben, 98, America’s oldest mayor, Hoy Wong, 90, New York’s oldest bartender, and Sister Madona Buder — the “Nun On The Run” — the only woman over 75 to complete an “Ironman” Triathlon.

More whimsically, also included are people like Jack Costanzo of Lakeside, California, who is known as “Mr. Bongo,” and has been playing the little drums for over 60 years, and Jose Santos, a Connecticut stone mason who has built or re-built thousands of miles of stone walls over the last 62 years. He is 80. (A complete list of honorees is available.)

“These honorees represent the kind of people we all want to grow up to be,” says George Harrison, Nintendo of America’s senior vice president of marketing and corporate communications. “They refuse to act their age. They think young, and therefore they act young. Brain Age is one more tool in their anti-aging arsenal.”

Grandparent Marketing Group, the nation’s only marketing communications agency that specializes in reaching America’s 66 million grandparents, developed the Ageless Awards concept, created the marketing campaign, and researched and located all 100 recipients. “The country is filled with remarkable 70 year-olds, effervescent 80 year-olds and energetic 90year-olds,” said David Levy, president of Grandparent Marketing Group. “It was an honor to work with Nintendo to highlight their captivating achievements.”

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