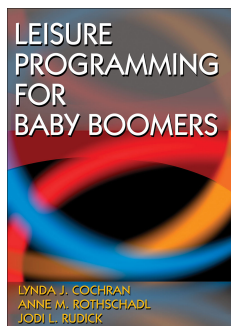


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LEISURE PROGRAMMING FOR BABY BOOMERS EBOOKS 2019



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The baby boomers—those born between 1946 and 1964—are a generation that consists of nearly 76 million Americans. Beginning in 2011, this large and influential population will begin their transition out of the workforce. As baby boomers enter retirement, they will be looking for opportunities in fitness, sports, outdoors, arts and cultural events, and other activities that suit their vibrant lifestyles. With their varied life experiences, values, and expectations, baby boomers are predicted to redefine the meaning of recreation and leisure programming for mature adults. Though many researchers have forecast the boomers' impact on the future, only *Leisure Programming for Baby Boomers* addresses key information that recreation and leisure professionals need in order to make program decisions with baby boomers in mind. The authors combine their research, programming, and marketing expertise to provide insights into the values and lifestyle choices of boomers and offer programming and marketing strategies to reach this large and influential population. *Leisure Programming for Baby Boomers* will help you move beyond the traditional offerings of bingo, art classes, and social dances to capture the attention and imagination of your baby boomer community. This comprehensive guide offers these features:

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