



## The Prime of Life Festival to Benefit the Services Provided by Greenville County's Senior Action

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In its 13<sup>th</sup> year, the 2009 Prime of Life Festival presented by Senior Action offers a week-long opportunity to raise awareness and support for Upstate seniors. The week begins with the *Senior Action Scramble Golf Tournament* on **Monday, May 4<sup>th</sup>**, at Pebble Creek Golf Course in Taylors, followed by a *Celebrity Luncheon* on **Tuesday, May 5<sup>th</sup>** featuring Novelist Nicholas Sparks, and ends with the 2009 *Prime of Life Expo* on **Thursday, May 7**, from 9 a.m. - 3 p.m., at the Carolina First Center in Greenville. **The 2009 Prime of Life Festival will offer even greater advertising and exposure opportunities than those you have come to expect from the Expo), including having your business listed in the Sunday Greenville News insert the week prior to the event and 5,000 copies distributed the day of the show.**

The Prime of Life **Senior Action Scramble Golf Tour** will be held on **Monday, May 4 at Pebble Creek Golf Course**. Please contact JJ Swartz for sponsorship information; email [jj@blueheronstaffing.com](mailto:jj@blueheronstaffing.com) or call - 864.423.8734.

The **Prime of Life Celebrity Luncheon** will be held on **Tuesday, May 5** and feature speaker **Nicholas Sparks, best-selling author** of *The Notebook, Message in a Bottle, and Nights in Rodanthe*. Tickets go on sale soon to the general public. Sponsorship opportunities for this luncheon are attached. Please Contact Kathy Russ at [kathy.russ@senioraction.org](mailto:kathy.russ@senioraction.org) or call 864-335-5027 for more information.

The 2009 **Prime of Life Expo** will be held on **Thursday, May 7 from 9am-3pm**. The event is open to the public with free admission and free parking. Providing valuable information and services for the seniors in our community, the Upstate's largest senior expo is attended by over 5,000 persons.

Thank you for your ongoing support to South Carolina's seniors and to Senior Action. Please call us with any questions at (864) 467-3660, or check out the website at [www.scprimeoflife.org](http://www.scprimeoflife.org).

Sincerely,

Andrea G. Smith  
Executive Director/CEO  
Senior Action