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FOR IMMEDIATE RELEASE
October 1, 2009

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LT. GOV. LANDRIEU LAUNCHES TOP 50 FOR 50+

Initiative identifies Louisiana's best for 50 and above

Baton Rouge – Lt. Governor Mitch Landrieu and the Encore Louisiana Commission today launched the Top 50 for 50+ at the National World War II Museum in New Orleans. The initiative highlights Louisiana's top attractions for residents and visitors 50 and above.

"The Top 50 for 50+ showcases the best Louisiana has to offer – the places, sights, and experiences that make life in Louisiana at 50 and above so unique," said Lt. Governor Landrieu, who oversees the Encore Louisiana Commission. "Life beyond 50 is not what it used to be, and we are positioning Louisiana as a leader in developing communities that attract and retain residents."

Stakeholders across the state and beyond submitted more than 800 nominations for the Top 50 for 50+ in ten categories:

- Top Destinations and Attractions
- Favorite Festivals
- Best Places to Visit with Kids/Grandkids
- Best Places to Learn Something New
- Best Neighborhoods/Residential Developments
- Best Places to Enjoy the Outdoors
- Favorite Restaurants
- Best Local Shopping Experiences
- Best Volunteer Opportunities
- Best Places to Work.

Online voting at www.EncoreLouisiana.com begins October 1 and ends November 15. The top 50 winners will be announced in December.

“The Top 50 for 50+ recognizes those community features that appeal to the 50 and above demographic,” said Heather Reggio Finke, executive director of Encore Louisiana. “We want to recognize those assets and expand awareness of what Louisiana has to offer – promote those business and organizations that are doing it right.”

Formerly known as the Louisiana Retirement Development Commission, Encore Louisiana is part of the Office of the Lt. Governor. With a purpose rooted in economic development, Encore Louisiana promotes the development of infrastructure, programs and amenities that enhance Louisiana’s appeal as a residential destination for persons 50 and above.

Baby Boomers account for over 76 million people in the United States. People 50 and above hold 70% of the nation’s assets, bring in \$2 trillion in annual income and account for 50% of all discretionary spending. Increasing numbers of Americans are also working well beyond the traditional retirement age.

Over 30% of Louisiana’s citizens are 50 and above today, and that number will rise to nearly 36% by 2029.

Encore Louisiana has partnered with communities across the state to focus on healthy aging and active living for 50+ residents and visitors.

“Natchitoches’ appeal to people who are over 50 is obvious, especially with the national attention we receive,” stated Ed Dranguet, chair of Encore Louisiana. “I meet people almost daily that visit our city and decide to call us home, with no previous ties to the area. I have to credit Lt. Governor Landrieu for his efforts to shine a light on our areas that are focused on developing environments important to people 50 and above.”

Lt. Governor Landrieu and the Commission also unveiled the new *Encore Louisiana* magazine and EncoreLouisiana.com, which reflect the new direction of Encore Louisiana. Both contain a wealth of information on communities, attractions and activities for the 50 and above age group.

For more information, to cast your Top 50 for 50+ vote, or for a free subscription to *Encore Louisiana*, please visit www.EncoreLouisiana.com.

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