

**FOR IMMEDIATE RELEASE:**

**Creative Visions' Founder Kathy Eldon Honored  
as Purpose Prize Fellow for Innovation, Extraordinary Contribution in  
Encore Career, After Age 60**

Solving Social Problems with Experience, Fellows Disprove Notion that Innovation is  
the Province of the Young and Demonstrate What's Possible in an Aging Society

**Los Angeles, CA, December 3, 2008** – **Kathy Eldon**, founder of the **Creative Visions Foundation** ([www.creativevisions.org](http://www.creativevisions.org)), is named **2008 Purpose Prize Fellows** by **Civic Ventures** ([www.civicventures.org](http://www.civicventures.org)), a national think tank on boomers. The Purpose Prize is a \$17 million program for people over 60 who are taking on society's biggest challenges. The Prize, now in its third year, is the nation's only large-scale investment in social innovators in the second half of life.

Kathy Eldon was named a Fellow for her work and the work of her foundation, Creative Visions, in supporting creative activism; that is, individuals who use the media and Arts to create positive change.

Says Kathy, "We Baby Boomers may not have managed to change the world in the sixties, but we hope to make a real difference in our sixties! I have never had more fun- nor been more fulfilled than I am in my "Encore career as a creative activist."

"In tough economic times, we need more creative solutions to long-standing social problems," said **Marc Freedman**, co-founder of The Purpose Prize program and author of *Encore: Finding Work That Matters in the Second Half of Life*. "It's reassuring to note that as America ages, we have creativity in greater abundance. Purpose Prize Fellows such as Kathy Eldon show that experience and innovation can go hand in hand, that inventiveness is not the sole province of the young."

The Purpose Prize is part of the **Encore Careers campaign** ([www.encore.org](http://www.encore.org)), which aims to engage millions of boomers in encore careers, which combine social impact, personal meaning and continued income in the second half of life — and produce a windfall of human talent to solve society's most pressing issues.

Funding for The Purpose Prize comes from **The Atlantic Philanthropies** and the **John Templeton Foundation**. Additional funding for the Summit comes from **AARP**, **Erickson Companies**, the **New York Life Foundation**, **Hewlett-Packard Company** and **Legacy Works**.

The Creative Visions Foundation ([creativevisions.org](http://creativevisions.org)) supports creative activism through the power of media and the Arts. Inspired by the life of Dan Eldon – photojournalist, artist, and activist – who was killed at age of 22 while covering the conflict in Somalia, CVF provides vital assistance such as mentoring, networking and financial support. The mission of CVF is to raise awareness and catalyze positive change for critical social, international and environmental issues.

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