



April 3, 2018

MEDIA ADVISORY

Contact: Arlease.Hall@FLHealth.gov 772-370-1391

BLUE ZONES - SECRETS OF A LONGER LIFE

Presented by Keynote Speaker Tony Buettner

Who: Department of Health in St. Lucie (DOH-St. Lucie) partnering with Healthy St. Lucie Coalition

What: **BLUE ZONES** – Secrets of A Longer Life

Where: Schreiber Conference Center, Indian River State College
500 NW California Boulevard, Port St. Lucie, FL 34986

When: Wednesday April 4, 2018, 10:00 a.m. to 12:00 p.m.

Why: Where we live, learn, work, play, and worship impacts each of us, and can determine our health and how long we live. In celebration of National Public Health Week 2018, DOH-St. Lucie and Healthy St. Lucie Coalition have partnered to bring **Blue Zones** – Secrets of a Longer Life to St. Lucie County. In keeping with this year's theme, *Changing Our Future Together*, Keynote speaker Tony Buettner will share lessons from the **Blue Zones** around the world and how communities can partner on local initiatives to make the healthy choice the easy choice.

Interviews:

- Clint Sperber, Administrator and Health Officer DOH-St. Lucie
- Jennifer Johnson, Division Director, Division of Public Health Statistics and Performance Management, Florida Department of Health
- Jennifer Harris, Community Health Promotion Director, DOH-St. Lucie
- Tony Buettner, **Blue Zones** Project

About BLUE ZONES

Scientists identified five **Blue Zones** around the world, and National Geographic explorer Dan Buettner documented these findings in his *New York Times* bestselling book, "*The Blue Zones—Lessons for Living Longer from the People Who've Lived the Longest.*" This research, coupled with a fifteen-year longevity study, has been leveraged to develop a community transformation program, **Blue Zones** Project, which delivers proven tools and resources to create new **Blue ZonesCommunities**® across the United States. St. Lucie is starting the discussion on Wednesday, April 4.