



## Dan Buettner

Dan Buettner is an internationally recognized researcher, explorer, and *New York Times* bestselling author and National Geographic Fellow. He founded Blue Zones®, a company that puts the world's best practices in longevity and well-being to work in people's lives. Buettner's *National Geographic* cover story on longevity, "The Secrets of Living Longer" was one of their top-selling issues in history and a made him a finalist for a National Magazine Award. His books *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest* (2008) and *Thrive: Finding Happiness the Blue Zones Way* (2010) appeared on many best seller lists and were both featured on *Oprah*.

In 2009, Dan Buettner and his partner, AARP, applied principles of *The Blue Zones* to Albert Lea, Minnesota and successfully raised life expectancy and lowered health care costs by some 40%. He's currently working with Healthways to implement the program in the Beach Cities of Los Angeles. Their strategy focuses on optimizing the health environment instead of individual behavior change. Writing in *Newsweek*, Harvard University's Walter Willet called the results "stunning."

Dan also holds three world records in distance cycling and has won an Emmy Award for television production.