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Contact: Stacie Fasola (617) 457-5418
Despina Gakopoulos (617) 457-5502
newsmedia@roadscholar.org

ROAD SCHOLAR JOINS PARTICIPANT MEDIA AND ENCORE.ORG ON A SOCIAL ACTION CAMPAIGN FOR THE NEW FEATURE FILM, *THE BEST EXOTIC MARIGOLD HOTEL*

*“Marigold Ideas for Good” Will Empower People Over 50 With Opportunities to Pursue Their Passions for
Community Improvement and Win \$5,000 Grants and the Trip of a Lifetime*

BOSTON (April 11, 2012) — Road Scholar, the not-for-profit world leader in educational travel, joins Fox Searchlight, Participant Media and Encore.org on a Social Action Campaign for *The Best Exotic Marigold Hotel*, a new feature film opening nationwide on May 4. Drawing upon the film’s themes of hope and reinvention, the *Marigold Ideas for Good* Social Action Campaign will encourage people over 50 to pursue their passions to improve lives in their communities.

In addition to showcasing motivational stories and opportunities for community engagement, the national campaign will introduce the *Marigold Ideas for Good* contest, which will award 30 empowerment grants of \$5,000 each to people over 50 who have ideas to improve their communities and help others live happy, healthy lives. Six grand-prize winners will receive a travel adventure valued at \$5,000 each, including round-trip airfare.

“Road Scholar’s not-for-profit mission to inspire adults to learn, discover and travel aligns perfectly with Participant Media’s *Marigold Ideas for Good* Social Action Campaign,” said James Moses, Road Scholar President and CEO. “Road Scholar learning adventures will be awarded to the grand-prize winners who will enjoy the experience of a lifetime and meet other people dedicated to positively engaging with and impacting the world.”

Entries will address community challenges and can focus on topics including education, the environment, poverty, employment, human rights and health.

“*The Best Exotic Marigold Hotel* celebrates the joy, excitement and fulfillment that come when a group of older people uproot themselves from the environment they’ve always known and immerse themselves in a completely different culture,” said Chad Boettcher, EVP of Social Action at Participant Media. “Our Social Action Campaign will offer an array of possibilities for adventure, contribution and purpose for those over 50.”

Beginning in April and continuing each month for six months, five contestants will be selected as grant winners and one will be selected as a grand-prize winner. Winners and their entries will be published online, and winners will be determined by a mix of public votes and judging.

“The Best Exotic Marigold Hotel is a re-coming of age movie,” said Marc Freedman, founder and CEO of Civic Ventures/Encore.org, a think tank on boomers, work and social purpose. “We’re pleased to help judge a contest that provides people with a chance to do more than just dream about what they’d really like to do in their encore years.”

Participant Media, in partnership with Road Scholar and Encore.org, will present special screenings of *The Best Exotic Marigold Hotel* for key influencers, policy makers, and community leaders in New York, San Francisco, Boston and Los Angeles. The Social Action website will direct people to information about issues affecting older adults in our communities like the Older Americans Act, housing, hunger and healthcare via partners like AARP. To learn more about the *Marigold Ideas for Good* Social Action Campaign and contest, please visit our website at www.roadscholar.org/marigold.

About *The Best Exotic Marigold Hotel*

Fox Searchlight Pictures presents, in association with Participant Media and ImageNation Abu Dhabi, a Blueprint Pictures Production, a film by John Madden, *The Best Exotic Marigold Hotel*, with a cast including Judi Dench, Maggie Smith, Tom Wilkinson, Bill Nighy, Penelope Wilton, Celia Imrie, Ronald Pickup and Dev Patel. The film is directed by John Madden (*Shakespeare in Love*) from a script by Ol Parker and based on the novel “These Foolish Things” by Deborah Moggach. The producers are Graham Broadbent and Peter Czernin of Blueprint Pictures. The executive producers are Jeff Skoll and Jonathan King of Participant Media, and Ricky Strauss.

About Road Scholar

Not-for-profit Road Scholar’s mission is to inspire adults to learn, discover and travel. Our learning adventures engage expert instructors, provide extraordinary access, and stimulate discourse and friendship among people for whom learning is the journey of a lifetime. Since inception, more than 5 million people have enrolled in its 6,500 iconic educational adventures offered annually in 50 states and 150 countries around the world.

Road Scholar educational adventures are created by Elderhostel, Inc., the not-for-profit world leader in lifelong learning since 1975. To learn more, please visit our website at www.roadscholar.org/press

About Participant Media

Participant Media (participantmedia.com) is an entertainment company that focuses on documentary and narrative feature films, television, publishing and digital content about the real issues that shape our lives. For each of its projects, Participant creates social action and advocacy programs to transform the impact of the media experience into individual and community action. Participant’s online Social Action Network is TakePart (takepart.com). Founded by Chairman Jeff Skoll in 2004, Jim Berk serves as CEO. Participant’s films include *The Kite Runner*, *Charlie Wilson’s War*, *An Inconvenient Truth*, *Good Night, and Good Luck*, *The Visitor*, *Food, Inc.*, *The Cove*, *The Craziest*, *Countdown to Zero*, *Waiting for “Superman,”* *Fair Game*, *PAGE ONE: Inside The New York Times*, *The Help* and *Contagion*.

About Encore.org

Encore.org is for people interested in encore careers — jobs that combine personal meaning, continued income and social impact. The site is published by Civic Ventures, a non-profit think tank on boomers, work and social purpose. Through an inventive program portfolio, original research, strategic alliances and the power of people’s life stories, Civic Ventures demonstrates the value of experience in solving serious social problems — from education to the environment, healthcare to homelessness.