

## FOR IMMEDIATE RELEASE

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### **ROAD SCHOLAR COMMEMORATES 40 YEARS OF EXCEPTIONAL LIFELONG LEARNING ADVENTURES FOR BABY BOOMERS AND BEYOND**

BOSTON (December 23, 2014) —Road Scholar, the not-for-profit world leader in educational travel adventures, announced today that January 2015 marks the organization's 40<sup>th</sup> year Anniversary of its founding.

Forty years ago, two good friends—Marty Knowlton and David Bianco—had the idea that learning should be as much a pursuit of older Americans as it was for the young and folks were excited by the opportunity to learn and discover together for fun and enrichment. They modeled Road Scholar after Scandinavian folk schools and youth hostels and in 1975, five colleges and universities in New Hampshire offered the first Elderhostel programs to 220 “pioneer” participants. Today, over 5 million people have experienced the joys of educational travel with the Boston-based organization.

President and Chief Executive Officer James Moses began his career with Road Scholar more than 35 years ago; and while he has seen incredible growth and change during his tenure, the core values and the founders' vision for the organization remain unchanged.

“Forty years ago, our founders laid the foundation for a lifelong learning movement that continues to impact the lives of millions of adults,” said Mr. Moses. “Elderhostel changed society's ideas about aging and Road Scholar continues to inspire people to enrich their lives through learning. David Bianco and Marty Knowlton created a concept that is timeless and Road Scholar's educational adventures around the globe truly do make the world our classroom.”

Beginning this month, the first 40<sup>th</sup> Anniversary learning experiences will launch in the U.S. and abroad to celebrate the milestone with specifically designed topics and activities, top Road Scholar experts, unique field trips, celebratory gala dinners and a special gift for each participant. Additional activities are planned throughout the year, including a series of videos showcasing stories of friendships made and deepened during Road Scholar adventures, submitted by Road Scholar participants.

“We receive thousands of letters from participants who tell us how Road Scholar has helped transform their lives,” said Mr. Moses. “Meeting new friends while learning together is very much reminiscent of the friendships formed throughout one's school years. We know of relationships that have become marriages; friendships made that will last a lifetime; lives that have been recreated after the death of a spouse. These life-changing stories are all inspiring and are all related to a Road Scholar learning adventure.”

A sample of the 40<sup>th</sup> Anniversary programs includes:

*Winter 2014/2015*

The Tournament of Roses Parade: A Heritage to Celebrate  
Australian New Year: Celebrate First in Sydney  
Road Scholar World Academy 2015: From the Indian Ocean to the Northern Lights  
The Best of India: Treasures of the North and South  
Tropical Splendor: Exploring the Hawaiian Islands

*Spring 2015*

Finis Terrae: Exploring the Wilds of Southern Patagonia from the Beagle Channel to Torres del Paine  
The Best of the Galapagos and Peru: From Enchanted Islands to Machu Picchu  
Lincoln's Journey Home: Honor the Life and Legacy of a Fallen Hero  
The Best of China: Imperial Capitals: Tibet and the Yangtze River  
Spoleto Festival USA  
The Seine: D-Day Beaches in Paris

*Summer 2015*

Color Country National Parks: Zion, Bryce and Grand Canyon North Rim  
The Best of Ireland: The Coast, the Countryside and Dublin  
Tanglewood: Meet the Boston Symphony Orchestra at Its Summer Home  
The Best of Britain: Celebrate Road Scholar's 40<sup>th</sup> Anniversary Aboard the QM2

*Fall 2015*

Celebrating 40 Years – The Best of Road Scholar in UK  
Voyages to Antiquity: A Classical Celebration of Road Scholar's 40<sup>th</sup> Anniversary  
Albuquerque Balloon Fiesta Anniversary Celebration  
Wild Africa: Botswana, Zimbabwe and Zambia  
Christmas at the Chateau Frontenac in Quebec  
Cuba Today: People and Society  
Southern Heritage on the Mississippi River

For a complete list and additional details on all of the 40<sup>th</sup> Anniversary programs, please visit our website at: [http://www.roadscholar.org/n/40years?cm\\_sp=Plug- -Boomer- -40thprograms](http://www.roadscholar.org/n/40years?cm_sp=Plug- -Boomer- -40thprograms)

**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 our 5,500 iconic educational adventures offered annually in 50 states and 150 countries around the world.

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

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