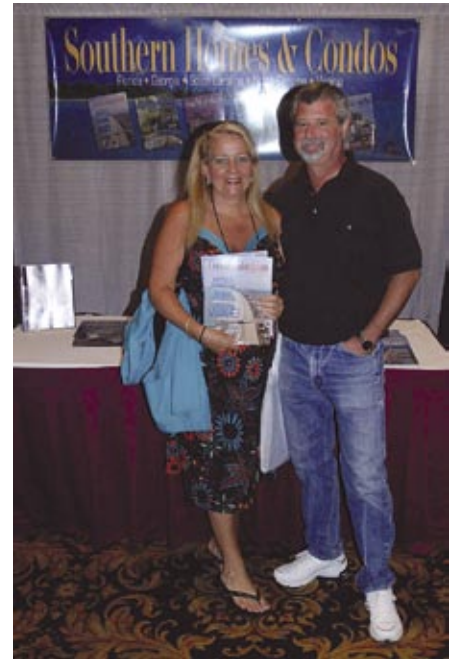


Get a Lifestyle

SOUTH CAROLINA LIFESTYLES EXPO



A MERICANS ARE A diverse bunch, coming in all shapes, sizes, colors and ethnic backgrounds. But as different as we are from one another, we all have at least one thing in common: We are either already members of the 50+ generation or, if all goes well, someday we will be.

BY BRIAN SHERMAN

That, of course, is one reason for the popularity of the upcoming South Carolina Lifestyles Expo, a two-day affair that will offer participants a wide range of information about living in the Palmetto State and a good dose of fun and entertainment.

Scheduled for Jan. 25 and Jan. 26, 2008, at the Myrtle Beach Convention Center, the Expo is in its 22nd year. As many as 5,000 people are expected to attend, but, with free admission for the first time, the crowd could be larger, according to Expo Director Ginny Fishwick.

“The Expo will be a one-stop shop for information on all types of things

that pertain to the lifestyle of the 50+ generation,” Fishwick comments.

She points out that Exhibit Hall B, where the Expo will be held, can accommodate 130 booths, and she expects all of them to be occupied by vendors who are interested in marketing to active people whose age is near or beyond the half-century

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mark. For instance, in the health and wellness category, the Red Cross will hold a blood drive and several other organizations will be on hand to offer a wide range of free medical screenings. The real estate sector will be represented by builders, interior designers and realtors, while the recreation industry will enlighten participants on golf, travel and things to do in the South Carolina coast. In

addition, attendees will find a wealth of valuable information on retirement and insurance issues.

Fun will also be on the agenda, in the form of live entertainment and other activities, including some helpful instruction on perfecting your golf swing, which certainly will be helpful to those who plan to take advantage of living in South Carolina, widely considered to be the golf capital of the world. All participants will receive free tote bags loaded with useful handouts and valuable coupons, and prizes will be given away throughout the two-day Expo. Concession stands will offer healthy fare such as salads, sandwiches and fruit.

“We hope to attract a good mix of locals and people who are looking for information about retiring to South Carolina,” Fishwick comments. “The Lifestyles Expo is all about the lifestyle of the 50+ generation.”

For more information about the South Carolina Lifestyles Expo, contact Ginny Fishwick at (843) 881-1481, ext. 23, or ginny@mediaservices1.com.