

MARC FREEDMAN, the Founder and Co-CEO of [CoGenerate](#), is a renowned social entrepreneur, thought leader and writer. CoGenerate has pioneered innovative programs and sparked a growing movement to tap the talent and experience of people past midlife for solving our most vexing social problems. He is one of the nation's leading experts on the longevity revolution, the promise of age diversity, and our multigenerational future.

Freedman co-founded Experience Corps to mobilize people over 50 to improve the school performance and prospects of low-income elementary school students in 22 U.S. cities. He also spearheaded the creation of the Encore Fellowships program, a one-year fellowship helping individuals translate their midlife skills into second acts focused on social impact, and the Purpose Prize, an annual \$100,000 prize for social entrepreneurs in the second half of life.

Marc is the author of five books, [The Kindness of Strangers](#), [How Baby Boomers Will Revolutionize Retirement and Transform America](#), [Encore: Finding Work That Matters in the Second Half of Life](#), [The Big Shift: Navigating the New Stage Beyond Midlife](#), and [How to Live Forever: The Enduring Power of Connecting the Generations](#) that the Wall Street Journal named as one of the year's best books on aging well.

He is currently writing a book, *The Future of Together*, advocating that bringing older and younger people together in ways that support connection and collaboration holds the key to unlocking the promise of our multigenerational future. The Lodestar Foundation is providing a grant to support the research and writing of this book.



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