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01.22.2007

Nintendo Honors Ageless Americans

Nintendo has chosen 100 Americans between the ages of 54 to 104 to receive their 'Ageless Award', which honors the type of people who don't let age get in their way, like teenagers with fake I.D.s, only older. People like Rubin G. of New York, a 54 year-old professional racquetball player, or Waldo M. of Kansas, a 104 year-old beekeeper and author. Each of the 100 winners are receiving

a DS Lite and a copy of Brain Age.

"These honorees represent the kind of people we all want to grow up to be," says George Harrison, Nintendo of America's senior vice president of marketing and corporate communications. "They refuse to act their age. They think young, and therefore they act young. Brain Age is one more tool in their anti-aging arsenal."



Looking over the full list, which you can see after the jump, I see that no one in my state of Georgia is considered an Ageless American, a testament to our Dukes of Hazzardish live fast, die young lifestyle.

This is of course all a crafty method of getting older people who act young connected with video gaming. I am sure the grandchildren of at least 75% of the people on the list will really appreciate the gesture. MICHAEL FAHEY

NINTENDO RECOGNIZES 100 'AGELESS AMERICANS'

'Ageless Award' Honorees are Inspirationally Youthful, Receive Nintendo DS and Brain Age to Keep Minds Active

REDMOND, Wash., Jan. 22, 2007 - Nintendo is honoring 100 individuals, whose ages range from 54 to 104, from around the country who personify the term "ageless." They run marathons and tame lions. They are stuntmen and NASCAR racers. They don't let their chronological age define who they are, and they set a positive role model for people of all ages. These are qualities Nintendo has fostered with its wildly popular Nintendo DS™ title Brain Age™: Train Your Brain in Minutes a Day, which offers users a series of challenging puzzles to keep their minds active. The 100 recipients are living demonstrations of how a youthful mindset can keep a person truly "ageless." Each of the honorees has received a Nintendo DS Lite portable video game system and a copy of Brain Age.

"These honorees represent the kind of people we all want to grow up to be," says George Harrison, Nintendo of America's senior vice president of marketing and corporate communications. "They refuse to act their age. They think young, and therefore they act young. Brain Age is one more tool in their anti-aging arsenal."

A 2006 survey by the Entertainment Software Association revealed that 25 percent of all gamers are age 55 and older. Brain Age has been a big hit with older, active adults, who use it daily to help keep their minds sharp with tests of memory, mathematics, reading and counting.

"The award is a reminder to people of all generations that age is just a number," says award recipient Cathi Watson, a 73-year-old radio show host and producer. "Keeping your body and mind fit and active are the keys to remaining young at

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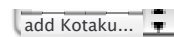
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heart."

To help Nintendo find 100 people in the United States who personify the ideals of Brain Age, the Grandparent Marketing Group conducted a nationwide search and identified the following honorees. For more information about them, please contact Eileen Tanner at etanner@golinharris.com.

Alabama

Ray M., 69, of Decatur: Motorcycle drag racer and city councilman

Alaska

Don H., 66, of Haines: Snowmobile racer

Arizona:

Charlie H., 90, of Payson: Cowboy

Lute O., 72, of Tucson: America's oldest college basketball coach

Arkansas

Oakland D., 78, of Fort Smith: Runner and triathlete

California

Bob B., 75, of Palm Desert: World champion body surfer

Alan C., 74, of Altadena: Master puppeteer and owner of America's largest puppet collection

Jack C., 82, of Lakeside: World-famous bongo and conga player

Bill B., 66, of Oakland: Three-time national and world yo-yo champion

Leroy G., 89, of Carlsbad: Surfer and surfing photographer

Bob H., 73, of Fontana: Champion mountain bike rider

Joyce H., 72, of Atherton: Director of the Living Strong, Living Well program

Rueben M., 66, of Santa Ana: One of the largest commercial sellers of Spanish-language books

Lagrand N., 99, of Hemet: Nemean Games competitor

Donald P., 90, of Mountain View: Champion jumper

Ora R., 87, of Sacramento: Served as a mentor to more than 3,000 children

Raleigh R., 88, of San Jose: World War II POW, Blue Angel

Terry R., 90, of Los Angeles: Physical trainer since 1935

Gordy S., 88, of El Cajon: Unstoppable bicyclist

Barry S., 59, of Citrus Heights: Adult Baseball League champion

Connecticut

George B., 72, of Ridgefield: Oldest person ever to swim the English Channel

Donald M., 90, of New Haven: Competitive swimmer and teacher of ballroom dancing

Jose S., 80, of Norwich: Stonemason who built or repaired thousands of miles of stone walls in New England

Florida

Donald A., 68, of St. Petersburg: Health and wellness publisher and duathlete

George B., 91, of Winter Haven: Oldest barefoot water skier

Lucille B., 93, of Babson Park: Oldest female waterskiing champion

Cav C., 71, of Fort Lauderdale: Swimming champion

Iris D., 62, of Cocoa: Champion bodybuilder

Dorothy G., 98, of Jensen Beach: America's oldest mayor

Al O., 70, of Fort Meyers Beach: Four-time gold Olympics discus champ, painter

Edward R., 98, of Apollo Beach: Took up golf at 65, now plays every day

James S., 84, of Lady Lake: Three-sport Golden Age Games medalist

Helen W., 69, of Newberry: Basketball champion and coach

Hawaii

Jack S., 61, of Honolulu: Oldest pilot in U.S. military

Illinois

Cathi W., 73, of Schaumburg: Producer and host of eight weekly radio shows

Iowa

Hank M., 65, of Muscatine: Diving civil engineer

Kansas

Norvin A., 80, of Saint Francis: Oldest police officer in Kansas

Waldo M., 104, of Quinter: Beekeeper and author

George M., 68, of Emporia: Tennis coach at Emporia State University

Shirley R., 85, of Mission: Founded and runs the American Stroke Foundation

Kentucky

Red C., 90, of Somerset: Master mechanic
Christine C., 83, of Louisville: Worked for the state of Kentucky since 1958

Louisiana

Charles M., 91, of Baton Rouge: Champion weightlifter

Maine

Jim M., 68, of Bangor: Oldest car crash stuntman in America

Maryland

Joseph F., 71, of Frederick: Food bank driver who has transported more than 2 million pounds of surplus food

Douglas H., 63, of Chevy Chase: Six-time winner of the American Crossword Puzzle Tournament

Charles M., 87, of Bethesda: Tuskegee Airman, highest three-war fighter mission total

Massachusetts

Curtis H., 84, of Boston: 12 gold medals, National Veterans Wheelchairs Games

Jerry Y., 61, of Chestnut Hill: America's longest-serving hockey coach

Michigan

Paul B., 82, of Gaines: Water skiing legend

Lois Kivi N., 82, of Huntington Woods: World record swimmer

Nancy N., 63, of Grand Blanc: Mountain climber, motivational speaker

Harry S., 82, of Bloomfield Township: One of the original Tuskegee Airmen

Minnesota

Scott B., 55, of Bemidji: Oldest Olympian

Ardell L., 71, of Caledonia: First heart and kidney recipient to sail solo around the world

Jerome S., 97, of Minneapolis: Avid roller skater

Mississippi

Helen B., 86, of Ripley: High jumper and javelin thrower

Nebraska

Sarah G., 97, of Lincoln: Assistant sergeant-at-arms, Nebraska State Legislature

June H., 63, of Arcadia: Rodeo barrel racer

New Hampshire

Arnold G., 69, of Ashland: Restores vintage wooden bridges and builds new ones

New Jersey

Charlie C., 92, of Whippany: New Jersey's oldest firefighter

Barbara J., 74, of Princeton: Champion rower

Paul K., 76, of Far Hills: Relay swimmer, marathon runner

New Mexico

Mary M., 88, of Roy: Deputy municipal clerk

Lynn R., 82, of Quemado: Archery champion

New York

Rubin G., 54, of Staten Island: Professional racquetball player

Wilson G., 87, of Lancaster: Inventor of the first successful implantable pacemaker

Herman G., 89, of Great Neck: Deep-sea diver and underwater photographer

Reggie J., 80, of Bellmore: Country's oldest lifeguard

Diana K., 65, of New York: Artist, Holocaust survivor

Betty P., 75, of Penfield: Olympic coach, earned Ph.D. at 74

George S., 78, of Brooklyn: One of the oldest working magicians in the country

Warren S., 79, of New York: founded Legal Services for Children

Hoy W., 90, of New York: New York City's oldest bartender

North Carolina

Margaret H., 83, of Concord: Oldest person to have completed a marathon on each of the seven continents

Domenick I., 80, of Jacksonville: Has run 54 marathons

Morgan, S., 65, of Conover: Oldest NASCAR driver

Ohio

August B., 90, of Maple Heights: Oldest football coach in Ohio history

George K., 94, of Gahanna: One of the oldest practicing therapists in the country

Jan L., 72, of Findlay: Champion unicycle rider

Bonnie R., 80, of Mansfield: Oldest woman steelworker

Oklahoma

Lena H., 74, of Lawton: Spent six months in Iraq with Army Exchange Post
Ken M., 84, of Ponca City: Music store owner

Oregon

Maude B., 94, of Portland: Champion bowler
Mary B., 84, of Grants Pass: Newsroom librarian, Grants Pass Daily Courier
Caye I., 83, of Jacksonville: Two-medal winner in tennis at Senior Games
Daniele P., 84, of Lincoln City: Oldest working chef on the West Coast
Del W., 73, of Eagle Point: Competes in world-class poker tournaments

Pennsylvania

Karl S., 69, of Port Matilda: 17-time U.S. national glider champion

Texas

Margaret C., 73, of San Antonio: Nationally ranked tennis player
Betty P., 52, of North Richland Hills: One of the world's oldest female body builders
Lillian R., 90, of Dallas: Senior Games gold medalist in two sports
Katherine S., 66, of Dallas: Basketball coach and player, composer
Guy S., 85, of Round Rock: Multi-sport athlete

Utah

Ronny A., 73, of Washington: Oldest skydiver in Utah
John W., 82, of Salt Lake City: Triathlete

Virginia

Emily K., 75, of Richmond: Long-distance hiker and cyclist

Washington

Madonna B., 76, of Spokane: Oldest woman to ever finish an Ironman
Kelly N., 79, of East Wenatchee: Champion bodybuilder

Wisconsin

Wilbert B., 88, of Aniwa: World's oldest lion tamer

The worldwide innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Wii™, Nintendo DS™, Game Boy® Advance and Nintendo GameCube™ systems. Since 1983, Nintendo has sold nearly 2.2 billion video games and more than 387 million hardware units globally, and has created industry icons like Mario™, Donkey Kong®, Metroid®, Zelda™ and Pokémon®. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere. For more information about Nintendo, visit the company's Web site at www.nintendo.com.

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OLD PEOPLE



[Gawker Pinup Gallery: Julia Allison and Brooke Parkhurst](#)



comments



Janaff says:

They have a pretty brilliant marketing team.

01/22/07 06:20 PM



StupidDufus says:

It seems that someone in Texas was age 52, but the release says the age range begins at 52. Whewps.

01/22/07 06:25 PM



SteveHt says:

Ageless huh? Seems pretty damned age-ful to me.

I'm not really complaining about it though. Good for Nintendo reaching out to its elderly demographic.

01/22/07 06:30 PM



ctoa23 says:

Haha, my grandma got my grandpa a DS Lite for xmas and he loves it...Plays it ALL the time.

01/22/07 06:51 PM



schlizzag says:

Luuuuuuute!

01/22/07 07:11 PM



BiscuityGoodness says:

Anti-aging arsenal? Unless that means high-powered rifles loaded with darts tipped in a substance that lengthens telomeres, I'm going to be disappointed. Sadly, odds are that, at best, they have Metamucil grenades and Ben-Gay cannons.

01/22/07 08:09 PM



VakeroRokero says:

Sony is giving a Ps3 to 100 americans who happen to have 3 jobs and still can't pay for one with their income.

01/22/07 08:15 PM



AndroidKing says:

Hey they have the town I live in.

George B., 91, of Winter Haven: Oldest barefoot water skier

You go old man. I've heard of him, he walks around in all yellow and goes by the name Banana George.

01/22/07 10:48 PM



xerxes7 says:

I go by the name Banana George, but for entirely different reasons.

01/22/07 11:25 PM



Anthriel says:

It's not as noticeable in the USA, but in Japan and Europe, the population rapidly ages. Nintendo, as a Japanese company, is the first videogame company to tap into that market, and as a result, print even more cash than they otherwise would.

People keep saying Nintendo is the kid company, but actually, they are the company for both kids and adults. Just the group of 14 to 17 year old males, craving gangsters, drugs and sex, feel left out.

Nintendo wants to milk you for your cash just as Sony and Microsoft, but this generation, they will clearly be the ones most successful.

01/23/07 02:43 AM

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