



Florida Hospital Announces Partnership With Growing Bolder

TV show spreads the word about healthy living through testimonials and success stories

ORLANDO, Fla., June 8, 2011 – Florida Hospital and Bolder Broadcasting, Inc., which produces the television broadcast Growing Bolder, recently announced a partnership that will allow both companies to grow in new ways. The show focuses on the celebration of ordinary people living extraordinary lives, as well as inspirational tools to promote living a long and healthy life.

Growing Bolder, a weekly television program produced by veteran broadcast news journalists, creates video news stories about residents across America living a healthy lifestyle. Their team includes acclaimed former Orlando broadcasters such as Wendy Chioji, Marc Middleton and Bill Shafer.

“We are excited to partner with Florida Hospital’s Healthy 100 program to help spread the message that lifestyle changes can have profoundly positive results on your quality of life,” said Marc Middleton, CEO of Bolder Broadcasting, Inc. “This is a perfect partnership because our missions are so closely aligned and yet slightly different. The Healthy 100 program is dedicated to charting a path to a healthy 100 years of age and then providing the tools to get you there. We provide the stories to inspire you with the proof that it’s possible to live an active, independent, meaningful life into your 100s.”

Other additions to the Growing Bolder team include NBA executive and motivational speaker Pat Williams, as well as Olympic Gold medalist Rowdy Gaines. Growing Bolder made its debut in September 2010, climbing from just two PBS stations to 275 stations in less than six months.

“Who wants to live to 100 if you can’t enjoy it? That’s why we love the Healthy 100 model. We know a Healthy 100 is within the reach of just about everyone. We see it every day. Longevity is 70 percent lifestyle,” said Bill Shafer, executive vice president of Bolder Broadcasting, Inc. “This is great news for everyone of every age. It’s never too soon or too late to make lifestyle changes.”

About Florida Hospital and Healthy 100

Opened in 1908, Florida Hospital is a faith-based institution focused on providing whole person care. It is one of the largest not-for-profit hospitals in the country, caring for more than a million patient visits per year – more than any other hospital in the country, according to the American Hospital Association. The more than 2,000-bed system is comprised of eight hospitals, including the Walt Disney Pavilion at Florida Hospital for Children, 30 outpatient facilities and 20 Centra Care locations throughout Central Florida.

Florida Hospital is on a journey to create a culture of health and wellness in the community through the Healthy 100 program. [Healthy 100](#) encourages the community to live to a healthy 100 years of age by taking care of their mind, body and spirit. Florida Hospital provides a wide range of health services, including many nationally and internationally recognized programs in cardiology, cancer, women's medicine, neurosciences, diabetes, orthopedics, pediatrics and advanced surgical programs. Florida Hospital is a designated statutory teaching hospital and also trains physicians from all around the world on the newest technologies. For more information, please visit www.floridahospital.com.

About Growing Bolder TV

Growing Bolder is produced by an Emmy award-winning team and delivers empowering stories that inspire audiences of all ages to believe that it's never too late to achieve their dreams. Currently distributed by American Public Television, Growing Bolder airs on more than 250 public television stations nationwide and proves "it's not about age; it's about attitude." More information is available at <http://GrowingBolderTV.com>.

For more information, contact Florida Hospital Media Relations at 407-303-8217.

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