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## 30TH STREET SENIOR CENTER AND ON LOK HOST “BOOMERS AND BEYOND” EVENT TO EXPLORE HOW CULTURAL BELIEFS AFFECT LONGEVITY AND HEALTH

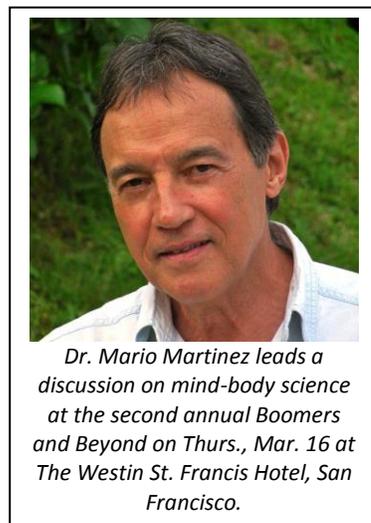
*Dr. Mario Martinez, Founder of The Biocognitive Science Institute and Author of “The MindBody Code,” to Lead Discussion on March 16 at the Westin St. Francis in San Francisco*

**SAN FRANCISCO (Jan. 24, 2017)** – [30th Street Senior Center](#) and [On Lok](#) host a lunchtime discussion with clinical neuropsychologist Dr. Mario Martinez at the second annual “Boomers and Beyond” on Thursday, March 16, at the Westin St. Francis hotel in San Francisco. The event also serves as the West Coast launch of Dr. Martinez’s latest biocognitive lifestyle book, “The MindBody Self: How Longevity is Learned and the Causes of Health Are Inherited.”

“Boomers and Beyond provides a wonderful opportunity for participants to learn how growing older and culture intersect,” said Valorie Villela, director of 30th Street Senior Center in San Francisco. “This topic presents a unique perspective on the process. Dr. Martinez is a fascinating expert in the field of biocognitive science. We look forward to an afternoon of exploration and discovery.”

At the afternoon event, which includes a continuing education seminar, Dr. Martinez will also explain how to:

- Challenge the cultural beliefs that perpetuate genetic helplessness
- Communicate with the body in its own “biosymbolic” language to begin making positive changes
- Transform consciousness to continually increase personal value and competence as we grow older



*Dr. Mario Martinez leads a discussion on mind-body science at the second annual Boomers and Beyond on Thurs., Mar. 16 at The Westin St. Francis Hotel, San Francisco.*

“We all know that the mind influences the body, but what seems to be ignored in the life sciences field is what influences the mind,” said Dr. Martinez. “I’m excited to help people understand both why and how culture is what influences the mind.”

### **About Dr. Mario Martinez**

Dr. Mario Martinez is a licensed clinical psychologist and the best-selling author of the “The MindBody Code: How to Change the Beliefs that Limit Your Health, Longevity, and Success.” As the founder of the [Biocognitive Science Institute](#), he lectures worldwide on his pioneering work in biocognitive science, a mind-body paradigm that investigates how cultural conditions coauthor our reality and shape every aspect of our lives—from health

and longevity to relationships and self-esteem. In his forthcoming book, “The MindBody Self: How Longevity Is Culturally Learned and the Causes of Health Are Inherited,” Dr. Martinez further explores how mind and body work together in a deeper unity than ever imagined, offering practical tools to create sustainable change. For additional information about Dr. Martinez and biocognitive science, visit [www.biocognitive.com](http://www.biocognitive.com).

Boomers and Beyond is sponsored by ABC 7, KGO-TV in San Francisco.

### **About 30th Street Senior Center**

Established in 1979, 30th Street Senior Center is San Francisco’s leader for services to active seniors. The largest senior center in San Francisco, 30th Street Senior Center is open six days a week, including holidays, and serves more than 5,000 individuals annually, providing a wide array of free programs, including health and wellness programs, social interaction, nutritious meals, educational opportunities, a community garden and multi-lingual case management services. For more information, please visit [www.30thstreetseniorcenter.org](http://www.30thstreetseniorcenter.org).

### **About On Lok**

On Lok is a family of nonprofit organizations founded in the early 1970s by a group of citizens concerned about the plight of seniors and the lack of long-term care options in the community. With 45 years of history and experience both creating innovative models of care and serving diverse senior communities through integrated health and social services, On Lok has a wide-reaching experience base and is a trusted partner in its communities. On Lok serves seniors in the community through its affiliated nonprofits, including On Lok Lifeways, 30th Street Senior Center and more. For more information, please visit [www.onlok.org](http://www.onlok.org).

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### **CALENDAR EDITORS, PLEASE NOTE:**

#### **“Boomers and Beyond” Exploring Transformative Opportunities to Well-Being and Health**

##### **What:**

[30th Street Senior Center](http://www.30thstreetseniorcenter.org) and [On Lok](http://www.onlok.org) host “Boomers and Beyond” on Thurs, Mar. 16 at The Westin St. Francis Hotel (335 Powell St., San Francisco). The event features Dr. Mario Martinez, founder of the Biocognitive Science Institute and author of several books. Among them: the #1 best-seller “The MindBody Code: How to Change the Beliefs that Limit Your Health, Longevity, and Success” and his latest, “The MindBody Self: How Longevity is Learned and the Causes of Health Are Inherited.”

Dr. Martinez leads a conversation regarding how cultural beliefs affect health and longevity. Among the topics for discussion: how those beliefs are more powerful than genetic endowment. Dr. Martinez theorizes that aging is what people do with the passing of time based on the beliefs they assimilate from their cultures.

##### **Where:**

The Westin St. Francis Hotel  
335 Powell Street, San Francisco, CA

##### **When:**

Thursday, March 16, 2017  
Luncheon: 12:00 1:30 pm  
Education Seminar: 2:15 – 4:00 pm

**Who:**

- Dr. Mario Martinez, founder of the Biocognitive Science Institute

**Honorary Hosts:**

- U.S. Sen. Diane Feinstein, U.S. Rep. Nancy Pelosi, U.S. Rep. Jackie Speier, San Francisco Mayor Ed Lee, CA Senator Scott Wiener, and CA Assemblymember David Chiu

**Admission:**

To purchase tickets and for more information visit [www.onlok.org/boomers](http://www.onlok.org/boomers). Proceeds from this event will benefit 30th Street Senior Center.

**Media Passes and Interviews:**

Reporters/editors interested in attending Boomers and Beyond, or interviewing Dr. Mario Martinez, On Lok and/or 30th Street Senior Center representative, please contact David Cumpston at [cumpston@landispr.com](mailto:cumpston@landispr.com) or Gus Nodal at [gus@landispr.com](mailto:gus@landispr.com).

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