



### Dan Buettner

Dan Buettner is ready to wow audiences with secrets from around the world to live longer, better, healthier and happier lives. Buettner is an internationally recognized explorer who founded Blue Zones™ --- a project of Quest Network, Inc. that researches the world's best practices in health and longevity and passes that information on to the public through web-based education and public speaking.

A pioneer in both exploration and education, Dan Buettner has set several world records for endurance cycling and created one of the nation's premier adventure learning programs. His Quest Network™ of online expeditions has opened a new chapter in the book of exploration. Quests enable millions of online explorers to direct a team of experts as they unravel archaeological mysteries. The Washington Post called his Quests "the most successful experiment in interactive education to date."

In 1995, seeking a platform to use the Web and take audiences along on journeys of discovery, Dan founded Earthtreks, Inc. The company's first project, MayaQuest, enabled an online audience to solve the mystery of the ancient Maya civilization collapse. Some 1.3 million people, including 30,000 classrooms, participated in the Quest.

Prior to starting Earthtreks, Dan set three Guinness World Records in long distancing cycling. Americastrek (1986-87) took a team of four Americans on a 15,500-mile ride from Prudhoe Bay, Alaska to Tierra del Fuego, Argentina. On Sovietrek (1990), two Russians, Dan, and his brother, Steve, biked 12,888 miles around the world. Their circumnavigation and the unlikely collaboration of Soviet "communists" and suburban Americans led to appearances by Dan on *Late Night with David Letterman*, *CNN Headline News* and *NBC's Today Show*. Dan's ensuing book, *Sovietrek*, won a Minnesota Book Award.

Africatrek, a multiracial, trans-Africa expedition, took place a year later. He recruited a four-member team of black and white cyclists to highlight the power of racial cooperation and setting goals. Their 12,172-mile ride across Africa took them across the Sahara, through equatorial Congo, and to the continent's southern tip. In conjunction with the expedition, Dan initiated a program that sent 1,000 bicycles to Africa and an education program that reached over one million students.

Dan co-produced an Africatrek segment on National Geographic and an Emmy Award-winning PBS documentary. Mattel's Africatrek Trail CD-ROM, allowing players to relive the expedition, had sales of more than \$2 million. Dan's book, *Africatrek*, won the Scientific American's "Young Reader Award."

His accomplishments led to television appearances and profiles in dozens of publications, among them *USA Today*, *Washington Post*, *Sports Illustrated*, *National Geographic Adventure*, *TIME*, *Men's Health*, *Pravda*, and *People* magazine. As a

writer and photographer, Dan's work has appeared in *National Geographic World*, *LIFE*, *Sports Illustrated*, *Outside*, *Popular Mechanics*, and the *Chicago Tribune*.

Dan's expeditions have garnered the support of many sponsors, including Target Stores, 3M, Apple Computer, Compaq Computers, Lifetouch Portraits, Sun Microsystems, Nike, and Rolex. He was the spokesman for Target Stores' Camp Target, a line of outdoor products. He has been accepted into the Explorer's Club.

In the past 10 years, Dan has delivered more than 500 keynote speeches in diverse venues, ranging from the National Association of Social Studies to Apple Computers, from Stanford University to Target Stores. In 2000, he delivered the keynote address, along with Intel CEO, Craig Barrett, to 7,000 teachers at the National Education Computing Conference. The National Association of Campus Activities Directors inducted Dan into its "Hall of Fame" for his 200 college appearances.

## Speech Topics

### **Blue Zones: Secrets of a Long Life**

World renowned explorer and National Geographic writer, Dan Buettner, and his team of researchers have traveled across the globe to discover Blue Zones -- hotspots of human health and vitality. Along the way he's met people teeming with vigor at age 100 and beyond. These healthiest, longest-lived people have shared their secrets with Dan and he's passing on those secrets. Dan and his team of top demographers, scientists and physicians have studied the elders' diet, lifestyle and culture to create a cross-cultural blueprint for living longer that they will share with you. "We know there's a recipe for longevity and that 75 percent is related to lifestyle," he says. "And we're figuring it out."

His presentation incorporates National Geographic images that will take audiences into the world's four Blue Zones, tell stories and instruct how to get more life from your years and more years from your life. The presentation ends with a simple formula that shares how you could add up to eight good years to your life.

### **Unlocking the Secrets of Happiness**

Dan Buettner is on the verge of his next great discovery: unlocking the secrets to happiness. Dan and his team of researchers have traveled across the globe to discover hotspots of human contentment and will share with you those secrets and how you can apply them to optimize your job and life satisfaction. Dan has researched the largest database in the world that identified the "happiest" region in each of three continents--Asia, Europe and the Americas. Then, on assignment for National Geographic, he traveled to each of these hotspots and interviewed the people and experts to unearth common traits that promote happiness. He's combined that information, along with his interviews with top experts on well-being, and created a cross-cultural formula for life satisfaction.

His presentation incorporates National Geographic photographs and short video clips. It transports audiences to places around the globe where people are living happy and meaningful lives. It offers universal strategies on how to best achieve that life balance we all seek.