

CATALYST

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MEDIA INTERVIEW/PHOTO OPPORTUNITY NOT FOR PUBLIC RELEASE

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CATALYST BENEFITS, INC. HOSTS RENOWNED PHOTOGRAPHER AT 7TH ANNUAL CONFERENCE

Skokie, Illinois – April 23, 2004 – Catalyst Benefits, Inc., the premier provider of innovative and high quality benefits to the world of hospital aging adult affinity programs, invites media professionals to a limited engagement featuring renowned photographer and speaker Jessica Chornesky at 3:15 p.m. Monday, May 3, 2004 at the Renaissance Hotel, Northbrook, IL. Ms. Chornesky is part of Catalyst Benefits, Inc. 7th Annual National Conference for Hospitals Currently Sponsoring Senior Membership Programs.

Ms. Chornesky will be speaking about and displaying a limited number of actual prints and a Powerpoint version of her powerful and moving **70 Up** Exhibit [www.70up.org] that recently closed at the Museum of New York. **70 Up** is a multimedia project whose mission is to put forth a positive image of women's aging via a traveling exhibit, web site and book. It seeks to highlight older women's productivity and contributions to society and family. The exhibit itself highlights 30 remarkable and ethnically diverse women, including Angela Lansbury and Kitty Carlisle, through photography and interviews. It explores and embraces the reality of subjects such as power, sex, love, fear, courage and aging itself in a post-70-years-old world.

“Ms. Chornesky’s photographic work, **70 Up**, is a critical reminder that life does not stop at 70,” said Bruce Mondschain, President of Catalyst Benefits, Inc. “In a youth-oriented society, we need to celebrate poignant statements that depict vibrancy, creativity and commitment that are truly ageless - brava Chornesky!”

Ms. Chornesky will be receiving the inaugural Catalyst Institute for Innovation and Excellence Distinguished Achievement Award for Arts and Humanities at the conference.

*PLEASE RESERVE YOUR MEDIA PASS BY SATURDAY, MAY 1, 2004 BY CALLING
RAYNA FELDMAN, OFFICE MANAGER, CATALYST BENEFITS, INC. @ 847-714-0014*

ABOUT JESSICA CHORNESKY:

Jessica Chornesky is a professional photographer who created **70 Up** when she was in her mid-thirties. Chornesky says, “I was at a crossroads in my life both professionally and personally. I felt challenged by the fact that I wasn’t in my early twenties and starting out for the first time. I didn’t feel that time was on my side to begin in a new direction; that I had a lot of impossible “catching up” to do. I wasn’t ready to accept this as a reality, it felt too grim. Instead, I decided that I needed to find role models of women leading full and eventful lives in their later years. I needed to know that there was an expanse of time in front of me and that when I reached my later years, I wouldn’t be relegated to “old lady” status. It was important for me to find women who were active and happening during the years that many associate with retirement. I needed my future to be big and bright.”

Chornesky’s work has appeared in numerous publications including: Time Magazine, The New York Times, Elle, The Los Angeles Times, and Rollingstone. Her photography has also been published in LA Latino: The Cultures of Everyday Life (Sage Press). She has many clients in the music industry including: Warner Bros. Music, MCA Universal, Capitol EMI and Sony Discos.