

# Press Kit

RESOURCES AND INFORMATION FOR *REFIRE! DON'T RETIRE*

***Refire! Don't Retire***  
***Make the Rest of Your Life the***  
***Best of Your Life***

By Ken Blanchard &  
Morton Shaevitz

Publication Date:

February 2015, \$22.95,

hardcover, 144 pages,

5½" x 8½",

ISBN-10: 1626563330

ISBN-13: 978-1626563339

BERRETT-KOEHLER

PUBLISHERS

[www.bkconnection.com](http://www.bkconnection.com)

**Refire!**  
**Don't Retire**

**Make the Rest of Your Life**  
**the Best of Your Life**

**Ken**  
**Blanchard**  
#1 New York Times Bestselling Coauthor of *The One Minute Manager*®  
**& Morton**  
**Shaevitz**  
Psychologist, Bestselling Author, and Expert on  
New Models of Aging

# Press Release

FOR IMMEDIATE RELEASE



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***Refire! Don't Retire*** asks readers the all-important question: As you approach the remainder of your life, what are you going to do to make it joyful and meaningful?

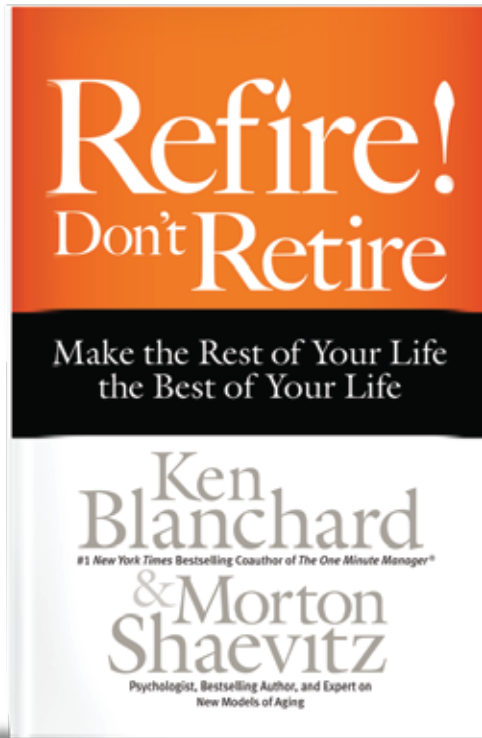
Ken Blanchard and Morton Shaevitz point out that too many people see their later years as a time to endure rather than as an exciting opportunity. Both research and common sense confirm that people who embrace these years with gusto—rather than withdrawing or waiting for things to happen—consistently make the rest of their lives better.

In the trademark Ken Blanchard style, the authors tell the compelling story of Larry and Janice Sparks, who discover how to see each day as an opportunity to enhance their relationships, stimulate their minds, revitalize their bodies, and grow spiritually. As they learn to refire and open up to new experiences, Larry and Janice rekindle passion in every area of their lives.

Readers will find humor, practical information, and profound wisdom in *Refire! Don't Retire*. Best of all, they will be inspired to make all the years ahead truly worth living.

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## Excerpt Available:

PAUSE, REFLECT, TAKE ACTION: 5 Questions to help YOU Refire!

1. How ready are you to begin your own refiring journey? What can you do to get ready?
2. When will you begin this journey?
3. Who can support you on your journey and be part of your own Refiring Gang?
4. Name three things you can do to get started.
5. Choose one and just do it!

"Re-fire your love, joy, passion, purposefulness, success, and significance with this magnificent book! Drink deeply of the wisdom of Ken and Morton's brilliance, so you can have a delightfully ageless future with ever more fun."

— **Mark Victor Hansen**, Co-creator of the *Chicken Soup for the Soul* series

# About the Authors

KEN BLANCHARD & MORTON SHAEVITZ

Ken Blanchard is the founder and Chief Spiritual Officer of the Ken Blanchard Companies. He is one of the most influential leadership experts in the world, the co-author of the iconic bestseller, *The One Minute Manager* and 60 other books whose combined sales total more than 21 million copies. His groundbreaking works have been translated into more than 42 languages and in 2005 he was inducted into Amazon's Hall of Fame as one of the top 25 bestselling authors of all time.



**Morton Shaevitz** is the Clinical Director of Shaevitz and Associates, an Associate Clinical Professor of Psychiatry at the University of California, San Diego School of Medicine, and the Chair of the Geriatric Psychology section of the California Psychological Association, and he has served on the Leadership Council of the Stein Institute for Research on Aging.

# Advanced Praise

## FOR *REFIRE! DON'T RETIRE*

"This book is full of simple truths of profound value to mature adults in transition who are ready to focus on significance rather than success. It is also playfully inspiring, encouraging the reader to be open and spontaneous through such things as identifying a 'Last Minute Gang' and living by the 'Nothing Ordinary' rule. It's a delightful read!"

—**Mary Lindenstein Walshok**, Professor of Sociology and Dean, University Extension, University of California, San Diego

"Companies could help their executives before leaving by using this book. C-Level executives are often at a loss after stepping out of a power seat. This book would've made my transition much easier as I floundered to regain my purpose and passion. I will use Refire lessons to help my leaders move from success to significance and regain the passion they once had for running their organization."

—**Alan Sorkin**, Executive Coach, Vistage International

"Don't pass another birthday until you've read—and applied—the guidelines in this terrific book by Ken Blanchard and Morton Shaevitz. These accomplished authors have revealed the secret to happiness in the second half of life. Fantastic!"

—**Marshall Goldsmith**, author or editor of 34 books including the global bestsellers *MOJO* and *What Got You Here Won't Get You There*

"*Refire! Don't Retire* is an enlightening and powerful read. It really hit home with me. When you've coached basketball for more than 30 years, as I have, you start to think about and wonder what's next in life. This book is a great plan for that moment. Ken has nailed it again."

—**John Calipari**, Head men's coach, University of Kentucky, and three-time winner of National Coach of the Year

"This wonderful book from Ken Blanchard and Morton Shaevitz validates every natural instinct in my body. *Refire!* is a blueprint for a new exciting, vibrant, meaningful, serving life. If you have to have a tattoo, this title would make a good one. Ten thousand people turn 65 everyday. They should all be required to read this book."

—**Hyrum Smith**, author of *The Power of Perception* and *What Matters Most*

"*Refire! Don't Retire* will re-energize you and your relationships—as well as your book club!"

—**Iris F. Litt, MD**, Professor Emerita of Pediatrics, Stanford University

# Resources

FOR REFIRE! DON'T RETIRE

## **PRESS INQUIRIES:**

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## **WHERE TO BUY:**

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