

# WHEN I'M



**When I'm 65 is a national public television documentary and engagement program exploring how our financial and lifestyle choices today will affect our quality of life in retirement.**

Using case studies, engaging animations, and lively expert interviews, *When I'm 65* looks at how aspirations and financial planning for retirement have changed. The program's multi-generational approach will examine how each generational cohort is looking at and planning for retirement.

**When I'm 65 will also address:**

- How longer life expectancies are changing how we define "retirement"
- Practical, hopeful planning tips for the new "DIY" retirement market
- Different priorities for Baby Boomers, Millennials and Gen Xers
- Planning financially for 20 or more years of life after a full-time career
- Alternative housing and support services
- Bipartisan support of retirement policy changes

**Experts featured in the film include:**

- Ken Dychtwald, author of *Age Wave* and expert on the maturing population
- Teresa Ghilarducci, retirement security expert from The New School
- Marianne Kilkenny, creator of *Women for Living in Community*
- Knight Kiplinger, editor-in-chief of *Kiplinger's Personal Finance* magazine

**When I'm 65  
was created with the generous support of:**



# Things You Can Do

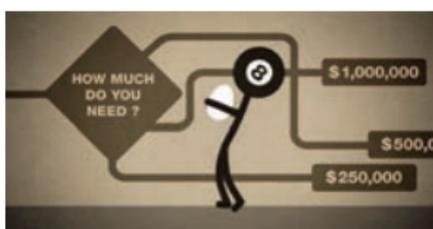
- Go to the film's web page at [www.WI65.org](http://www.WI65.org) and sign to be among the first to receive educational and promotional materials as well as film updates as they are released by Detroit Public Television, the Investor Protection Trust, and the Investor Protection Institute.



- Contact your local PBS station to ask if they plan to air **When I'm 65** distributed by American Public Television (APT). Don't know the station? Go to [valuepbs.org](http://valuepbs.org) to find an interactive map to locate stations in your community.



- Sign up at [www.WI65.org](http://www.WI65.org) to host or promote special events or workshop presentations in collaboration with your local PBS station. Books and other resources are available on the website.
- Watch and download engagement videos at [www.WI65.org/video](http://www.WI65.org/video)
- Introduce the Investor Protection Trust, the Investor Protection Institute, and/or Detroit Public Television to your partners and local organizations who are interested in using **When I'm 65** as an educational tool. Also be sure to let us know about any materials or information that will enhance the goal of the program: to get people saving for retirement!



WI65doc



@WI65project

**The When I'm 65 documentary  
has been aired nationwide over 600 times  
in over 116 markets**

Check Local Listings

**WHEN I'M** 

  
**Detroit  
Public TV**

