

FOR IMMEDIATE RELEASE / NEW BOOK NEWS

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AT 100, MILDRED PROVES IT'S NEVER TOO LATE: RELEASES DEBUT BOOK OF LIFE LESSONS

Mildred's Mindset: Wisdom from a Woman Centenarian unveils the extraordinary life lessons of Mildred Kirschenbaum, a vibrant woman whose global travels, mental agility, and candid offer readers of all ages a roadmap for a fulfilling and enduring life. When Mildred celebrated her 99th birthday, her daughter Gayle shared a video of her on Instagram, setting off a viral sensation. Gayle showcased her mother's wisdom and the unique bond they share. The attention grew as Maria Shriver and other major media outlets, including NBC Today's *Jenna & Hoda*, CBS, and Fox, featured Mildred. Publications like *Daily Mail*, *Next Avenue*, *AARP*, and *The Sunday Paper* also highlighted her inspiring story. Mildred is now a viral life advisor and social media influencer. Within the book's pages, she imparts insights on longevity and embracing life to the fullest.



Gayle & Mildred

"Mildred has the youngest spirit of anyone I've ever met. She is so authentic, hilarious and her book is exactly what the world needs right now."

-Jax, *Billboard Top 40 singer/songwriter*

"It took a hundred years to write, but *Mildred's Mindset* is worth the wait! It's amazing how many smart, common-sense insights this century-old firecracker of a woman delivers."

-Sid Meltzer, *author of Murderer from Moscow*

AUTHORS

Born in Brooklyn in 1923, MILDRED KIRSCHENBAUM has led a vibrant life, from overcoming childhood challenges to becoming a leader in charities and owning a travel agency. At over 100 years old, she remains youthful and sharp, managing her finances, social activities, and card games. Her first book, *Mildred's Mindset*, shares her life experiences and wisdom.

Her daughter, GAYLE KIRSCHENBAUM, an Emmy award-winning filmmaker, TV producer, writer, speaker, photographer, and forgiveness coach, has been instrumental in sharing her mother's wisdom with the world and shaping this book.

Mildred's Mindset: Wisdom from a Woman Centenarian
by Mildred Kirschenbaum with Gayle Kirschenbaum

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