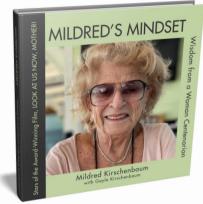
FOR IMMEDIATE RELEASE / NEW BOOK NEWS

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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

Nonfiction • Self-Help• Inspirational 8" x 8" hardcover, paperback and e-book 979-8-9896047-0-8 Hardcover; 75 pages with photographs; \$29.95 979-8-9896047-1-5 Paperbackr; 75 pages with photographs; \$14.95; e-book; \$9.99 To be published March 8, 2024 by Kirschenbaum Productions, LLC