

LaLanne's 95th Birthday Soiree Raises \$250K in Ovarian Cancer Fight

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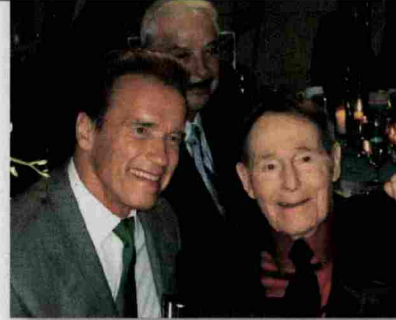
BEVERLY HILLS, Calif. — “The Godfather of Fitness,” Jack LaLanne — a longtime TV fitness star and the endorser of Tristar Products’ successful Jack LaLanne Power Juicer for much of the past decade — celebrated his 95th birthday in style, with California Gov. Arnold Schwarzenegger among 350 friends and DRTV insiders at the Beverly Wilshire Hotel on Sept. 24. The event, hosted by Tristar CEO Keith Mirchandani and Power Juicer partner Josef Lavi, raised nearly a quarter-million dollars for the Ovarian Cancer National Alliance.

“Jack is a fitness icon to anyone who knows what a healthy lifestyle is all about,” Mirchandani tells *Response* in an exclusive interview following the event.

“Personally, Jack continues to amaze me. At the age of 95, he continues to practice what he preaches.”

During the event, LaLanne reminded the audience that “one of the most prized possessions you have is your body, so take care of it.” Joined on stage by his wife of 50 years, Elaine, LaLanne enjoyed the voices of the crowd serenading him with “Happy Birthday” as he cut a three-tier cake. Later in the evening, Schwarzenegger presented LaLanne with an official proclamation from the state, saluting LaLanne for his decades of work in the fitness field.

Mirchandani says the initial idea for the celebration came about at LaLanne's 90th birthday. “We knew he



California Gov. Arnold Schwarzenegger helps fitness icon Jack LaLanne celebrate birthday No. 95.

would be here to celebrate his 95th, and we are confident we will celebrate his 100th in 2014!” Mirchandani says. “The event came together with the hard work of my staff and our PR firm, which encouraged us to pursue a partnership with the Ovarian Cancer National Alliance.”

Mirchandani lost his mother to ovarian cancer in 2008. “Ovarian cancer is an insidious, stealthy disease that takes the lives of thousands of women every year,” he says. “When we started planning for the party, I knew there was an opportunity to use this event to create awareness of ovarian cancer and raise money to help this important cause. When I discussed this with Jack and Elaine, there was no hesitation from them.”

So committed to the cause are Mirchandani and the LaLannes that a new version of the Jack LaLanne Power Juicer — one of the most successful DRTV products of this decade with sales of more than 5 million units worldwide — is on its way.

The new teal-and-white Power Juicer Express is part of the pledge to continue supporting the fight against ovarian cancer. “Tristar has been supporting ovarian cancer for the past year, and we will continue to do so,” Mirchandani says. “I was recently appointed to the Ovarian Cancer National Alliance board and will be involved in raising money and more importantly raising awareness. Proceeds from the sales of the teal-and-white juicer will go to the Ovarian Cancer National Alliance to help fund the research for an early detection.”

