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## SpotlightMediaProductions

http://spotlightmediaproductions.biz/spotlight/

Adrienne Papp RUNS a platform that releases latest news in entertainment and about people with extraordinary stories.

*About the Author of all Spotlight Articles:* **Dame Adrienne Papp is a recognized journalist, economist and feature writer who has written for many publications including Savoir, Beverly Hills 90210, Malibu Beach, Santa Monica Sun, The Beverly Hills Times, Brentwood News, Bel-Air View,Celebrity Society, Celeb Staff, It Magazine, Chic Today, LA2DAY, West Side Today among many others. She is the President and CEO of Los Angeles / New York-based publicity company, Atlantic Publicity and publishing house, Atlantic Publisher. Adrienne writes about world trends, Quantum Physics, entertainment and interviews celebrities, world leaders, humanitarians and entrepreneurs. She also owns Atlantic United Films that produces and finances true stories made for theatrical release or the silver screen. Spotlight News Magazine is owned by Atlantic United, Inc. Dame Adrienne Papp is a member of the International Press Academy.**



# Youthful & Ageless™, A New Paradigm, A Comprehensive Approach!

SPOTLIGHT MEDIA PRODUCTIONS

**Youthful & Ageless™, A New Paradigm, A Comprehensive Approach!**



Bringing Information to Billions.®

By Michael Kiehn

Every once in a while a new concept comes along and changes the way we look at everything. Call it a game-changer, a new paradigm or a filter. We live usually within a framework of thinking and a new action plan that changes the way we think about or interact with new products and or ideas.

That's exactly how **Youthful & Ageless™**, a new high concept platform being introduced by Atlantic Publicity, is being described. With this new, added-on value Internet-based program, three key health-related fields are presented in a way that offers new life-changing, and potentially life-saving information to consumers, while at the same time reminding how these subjects are interactive and inter-dependent in their relationship to each other.

We're talking about health and wellness here, and Youthful & Ageless™ offers thorough and up-to-date information in the key areas of Anti-Aging, Cancer Research and the growing awareness of how thinking affects our well-being, which is described scientifically in Quantum Physics, or other categories like the Science of the Mind.



These three subject areas affect virtually everyone in the world, and Youthful and Ageless™ explores each of these topics in depth, offering up the latest information, the most recent research and links to studies and academic institutions that are world-renowned authorities in their respective fields.

This groundbreaking concept is a product of Atlantic Publicity and is the creative brainchild of President and CEO Adrienne Papp. Atlantic Publicity has been in business for more than two decades, offering full service representation for many of the business world's high profile clients and entertainment celebrities.



Adrienne Papp

As one of the premiere publicity firms in Los Angeles (and a Google #1 pick under any "publicity" search, or through other search engines), Atlantic Publicity pioneered many services that puts them in an elite category in their field.

"This new program combines three essential components that are involved in overall human wellness," says Adrienne Papp. "We are combining a vast database of information on the topics of anti-aging, cancer research, and the power of the mind, which includes my favorite subject: quantum physics. Essentially, I can see, through your lifestyle, your choices, your habits, problems and joy...the way you think! Your mind is a creator of all events in your life, hidden or not. This is science: there is no universe without the mind entering into it!"



On the Board of Directors:
Kirsten Eastwood

Those three topics are continually updated with the latest information and research. Independently, Y&A is featuring companies and practitioners in these areas of health and wealth, adding to the sponsorship of those companies that are practicing cause marketing by understanding this new paradigm. This is the first program of its type, where so much truthful information on healthy living, wellness, and a return to mindfulness is available in one location.

"It works like a highly sophisticated computer program using advanced interactive technology to cross reference the most important medical and psychological issues of our day," says Papp. "We have a phrase we like to use to describe what this new comprehensive program offers: **Atlantic Publicity® - bringing information to billions.®**"

Y&A is bringing information to a large number of people, who may be drawn to the site because of an interest in one specific topic or another, but who will then quickly see how these five elements in Youthful & Ageless "are all interrelated.

Anti-aging efforts can be aided as the result of the way we think and feel about ourselves, and the mind can also be an extremely effective ally in the fight against cancer. It all works together. "When someone sees the capabilities of our site they'll never have to worry again about going to a half dozen different sites to get the information they're looking for," says Papp. "Everything is right here, at their fingertips. Whether it's a search for cancer research or anti-aging, or quantum physics, or a skin care line, the name of a large corporation, our site will cover it all for you. Can you imagine the millions of dollars wasted in advertisement, labor, etc. for these larger than life corporations to be out there singly and fighting for business every day? Instead, with us they just support a good cause and they get in front of billions with their overall message. I call that GOOD YELLO!"



On the Board of Directors, Jon Frels, Beverly Hills

If you think of Hotels.com or Tripadvisor or Angie's List, for instance, you're aware that they are sites that aggregate listings for a specific service. With Youthful & Ageless™, Atlantic Publicity has taken the concept one step further and has become more integrated into one comprehensive platform along with two commercial facets without which not one or the other would exist.

That could be innovative enough on its own, but the participants who become part of the **Youthful & Ageless™** site will also be supported by Atlantic Publicity's powerful publicity, marketing and advertising efforts. "Some of the participants in this program will never have to promote themselves again in any capacity. This program will give them the path to success, and lead them toward a goal. Basically put: their careers are being taken care of," says Adrienne Papp, who earlier her diploma about logistics. Her work today is filed at the library of Cardozo University as research material for others.



At the time there was nothing on logistics. People did not even really understand the concept. I had to invent it because I hated reading a million books and sitting in the library forever just to get my diploma written up. So I invented a subject there was nothing about and I researched it myself. That's how I got my diploma," says Papp. "I'm a self-taught author, publisher, economist and feature writer. As we turn back to the logistics of publicity she addresses the major issues: "We always felt that it wasn't just enough to offer publicity to our clients in a way that it typically is a one-time shot that doesn't guarantee that the story will ever be picked up, although it is out there, but read and remembered by a large number of people in an ongoing fashion and remembered by name," says Papp.



Atlantic Publicity is unique in the fact that we are able to offer a comprehensive suite of services over a video playing field, including journalism, where we write feature stories, a publishing platform where we publish and syndicate the stories, as well as advertising, and eventually marketing, through our sister publications like OMS, FSI, and American Airlines," says Papp. "Our corporate clients can have access to private channels where we can offer career opportunities, not only directly with us, but also through local production facilities, filmmakers and photographers who are needed to create the marketing and advertising materials that will be used to promote our clients."



The makers of products and services affiliated with Youthful & Ageless™ range from forward-thinking, innovative small to midsize and large companies, as well as top level medical professionals, and medical device companies.

"It could be anything from a high-technology laser-based device to nutritional supplements, nutraceuticals and skin care products for as long as they meet certain standards," says Papp. "We can help these companies through Y&A to get their message across over a wide platform in a very cost-effective way. And this is not a one-time back exposure. Once they are part of Y&A, we offer a constant, round the clock, 24/7/365 program that delivers our clients' message to a huge demographic. Beyond that, we also engage the psychographics that are key to those companies' success and their ideal customers."



The people who are actively looking for this vital information will find us immediately. Yet, the best news is that those who happen upon or land on the website by looking for one subject or another, will end up discovering a whole platform of other important subjects that are directly connected and related to what they originally searched for. They will learn by "coincidence" and as always will become loyal customers due to the value added benefits. Atlantic Publicity guarantees a return on their publicity any more. We call it Publicity 365. And because our aggregate our media purchases, we are able to offer very reasonable rates to our clients."

In a stagnant economy one can become really successful once using the most effective means of promoting oneself due to the fact that the competition dries away. By the time the economy comes back, you are on top.

"There are other motivating factors that contributes to one's distinguished success. I like to use the example of John Travolta, who once he had his first TV show started using his entire paycheck, and even borrowed money, to buy himself publicity," Papp says. "It worked. His costars did little or no publicity at all. Where are they today?"

Another example is Bill Gates. People in general did not know about computers, hardware and software at the time, but we knew that there was this guy in a garage doing something very...well..."unworldly thing" in there and that was magic! It gave everyone hope: he started in a garage!"



The Theory of Everything

Theatrical release poster

Being in the public eye is key.

Atlantic Publicity also has years of experience in publicity, marketing and advertising in the entertainment industry, which allows product placements and ultimately a connection between actors and science.

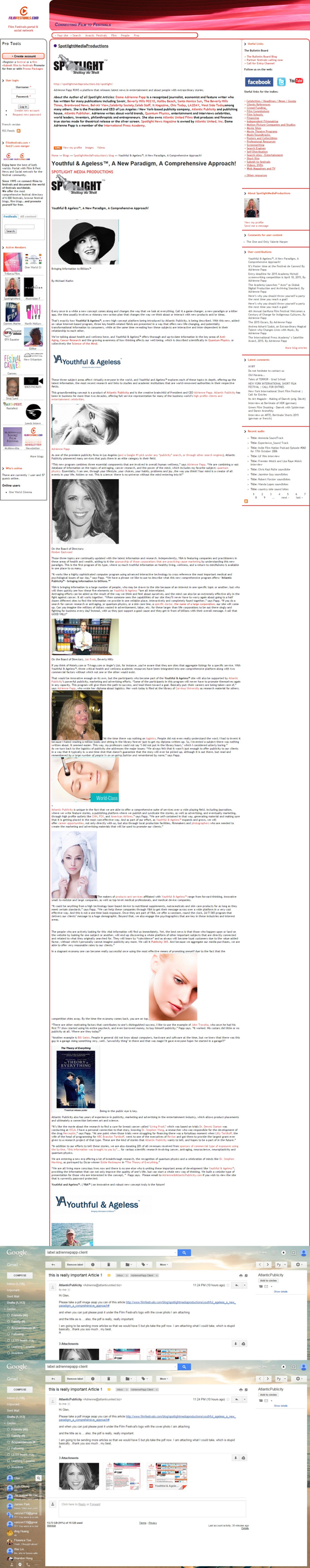
"It's like the movie about the research to find a cure for breast cancer called "Living Proof," which was based on Web Dr. Dennis Slamon was working on at UCLA. I have a huge relationship with Dr. Slamon and his wife, Dorothy Shaw, and I was instrumental in the development of the movie," says Papp. "As we point when those trials come to fruition, Dennis Slamon, who is a Yorkie-Pit, the wife of the head of programming for NBC Brandon Tartikoff, went to one of the executives of Revlon and got them to provide the largest grant ever given to a research project of that type. These are the kind of stories that Atlantic Publicity wants to tell, and hopes to be a part of in the future."

"In addition to our efforts to tell these stories, we are also donating 20% of all revenues received from sponsors of commercial type of exposures using the by-line, 'this information was brought to you by'... for various scientific research involving cancer, anti-aging, neuroscience, neuroplasticity and quantum physics.

We are entering a new era offering a lot of breakthrough research, the recognition of quantum physics and a celebration of minds like Dr. Stephen Hawking, as portrayed by Oscar-winner Eddie Redmayne in "The Theory of Everything."

"We are all living more conscious lives now and there is no one else who is uniting these important areas of development like Youthful & Ageless™, which is why we're confident that we will be successful in our endeavors," says Papp. "We have a unique way of thinking. We build a website type of presentation for those who are interested in the concepts..." Papp says. Please visit Adrienne@AtlanticPublicity.com if you wish to view the site that is currently password protected.

**Youthful and Ageless™, a Y&A™** is an innovative and robust new concept truly is the future!

Youthful & Ageless™

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