

## Why Voices Under 40?

One regular comment I've heard, while mentioning Voices Under 40 to friends and colleagues, is that's a great idea, but why name it that? What's wrong with being over forty?

There is nothing "wrong" with the voices of men and women over the age of forty. In fact, men and women forty and over have proven and continue to be members of some of the most powerful, charismatic, expressive, ingenious, courageous generations in world history.

So why Voices Under 40?

The fact is, many who have produced great works of art and literature, led profound political movements, or made history with their life work, did so while under the age of forty.

As of July 2006, the U.S. Census Bureau estimates that there are over 124 million individuals between the ages of ten and thirty-nine living in this country<sup>1</sup>. Like generations before them, these folks have something to say and work to do to make a difference in our world. So, a more pertinent question is not what's "wrong" with being over forty, but why don't we celebrate under forty voices more often?

We've had enough of the image of younger people (particularly Gen X - some of whom are now 40) who are solely characterized as downbeat, estranged, unfocused, rebellious, selfish, apathetic, materialistic, and downright lazy. Are young people those things? Sure, sometimes. But most are not, and it's critical that we look beyond the surface and illusion of image to reality. Whatever you want to call these generations: Gen X, Gen Y, the Millennials, Boomer Babies, Gen Z, or the New Silent Generation, there is no doubt that they are powerful and possess positive characteristics that are inherent, as well as influenced by previous generations.

So why Voices Under 40? Because it is time to unlock and give voice to the true potential, passion and purpose of today's youth. One necessary and beautiful aspect about lifting the voices of these generations is unity. Our goal is to find those places in our world where we can marry the passion of youth and the wisdom of experience, and make lives better for people of every age. This revolution is internal and it starts with an individual, spreads through a community and changes lives as we all become more comfortable with speaking our own truth.

Voices Under 40 is a resource for people of every age group to come together to support, connect, and celebrate young people. Why Voices Under 40? Simply because, its time is now.

Michon Lartigue  
Founder & President  
Voices Under Forty

<sup>1</sup> Annual Estimates of the Population by Five-Year Age Groups and Sex for the United States: April 1, 2000 to July 1, 2006 (Source: Population Division, U.S. Census Bureau Release Date: May 17, 2007)