

65 Alive – With a Little Help from My Friends - Yarnell Hill Fire Benefit Concert

For Baby Boomers these are their golden years, not just a time to reflect on the past but to start new ventures and continue to build a brighter future.

SCOTTSDALE, AZ, July 2, 2013 /EINPresswire.com/ -- Scottsdale, AZ: July 2nd, 2013, at Kent State University Marcia Harmon led the chant of "65 Alive". Now forty-some years later, at the age of 65, Marcia is again leading the chant of "65 Alive", but this time it is about leaving behind her career in the airline industry for a fresh start in the entertainment business, rather than planning for retirement. She is General Manager and Executive Producer of a show band she put together to bring back the sights, (with visuals and news footage of that era) and the sounds of the 60s, her teenage years: The [60s Bandstand Show](#).

Marcia has a lot of friends in her generation of Baby Boomers who feel that the entertainment business is overlooking them. When you consider that as of 2012, Baby Boomers hold 80% of the wealth in the USA, one would think that is fertile ground to provide more entertainment options for this demographic. Well, Marcia does, and her 60s Bandstand Show has already won rave reviews within the Greater Phoenix community. The show looks for venues that have the options of a complete night out, with food, drinks and a dance floor, "This generation loves to dance", Marcia comments, "Our generation started dancing in the aisles, at your seat and on the dance floor at shows. We didn't 'sit and wait to clap'."

60s Bandstand Show is now hitting the road, taking the show National and next year International. Currently, they are planning a benefit concert to bring awareness and raise money for the families of the 19 Hotshots who lost their lives in the [Yarnell Hill Fire](#). The goal of the event is to raise public awareness of the danger first responders put themselves in, as well as to express an appreciation for the 19 fallen heroes and those who choose to continue to serve the community in this profession.

This show band has the flexibility to entertain small or large crowds. They are booking public, private and corporate events around the country with promoters and buyers that share the similar vision. With so many of these classic songs being covered over the years, audiences of all ages will know a great deal of the music. They also pride themselves in working with charities like American Cancer Society, American Heart Association and [Veteran Tickets Foundation](#), which provide free show ticket for Veterans.

"It is a lot of work and it makes you feel young again", Marcia says. If you look at the crowd's reaction at the sold out show this past Memorial Day at Eli's in Scottsdale, she has obviously got the equation right. The cash registers at the bar also told a tale of success which comes with this demographic. With the visual sensation of imagery from that era on the show screens to the music of the day, the audience constantly stood and applauded song after song, as they were whisked back to the era that also made them feel, if just for that evening, young again. "65 Alive".

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