



And The Purpose Prize for Outstanding Social Innovation in an Encore Career Goes to . . .



With decades of energy and passion ahead of them, 10 Americans have just won The Purpose Prize – and up to \$100,000 each.

Not one of them is thinking about retirement. They are in their encore careers, using their experience to take on society's biggest challenges in new and innovative ways. They are shaping a better future for all generations.

The winners include:

- A psychiatrist who now enlists therapists to provide free counseling to returning veterans and their families
- A former telecom executive who brings broadband – and profits – to economically distressed farm communities in Appalachia
- A professor who now turns toxic waste into safe, “green” bricks

Five winners have won \$100,000 each. Five more won \$50,000 each. And 49 were named Purpose Prize fellows. [Read about their big ideas.](#)

- [Watch their videos.](#)
- [Read the press release.](#)
- [Nominate yourself or someone you know for the 2010 Purpose Prize.](#)