



## **George Wendt, Cheers' Beloved Norm, Coming to Senior Expo**

**Rockford, IL** – Actor and comedian George Wendt, best known for his beloved beer drinking character Norm Peterson on the TV sitcom “Cheers,” is coming to Lifescape Community Services’ 31<sup>st</sup> annual Senior Expo being held on Saturday, Sept. 23 from 9 am-3 pm at the Rock Valley College Physical Education Center located at 3301 N. Mulford Rd. in Rockford.

Wendt will be the featured guest speaker from 10:30-11:15 am, sharing stories about growing up in Chicago, his humble beginning with The Second City, his years as “Norm” from 1982-1993, and his life in films and the theatre. He will also participate in an audience Question & Answer session after his presentation.

Wendt’s career began as a 1975 alumnus of The Second City comedy troupe in Chicago, where he also met his future wife, Bernadette Birkett. From there, he starred in all 275 episodes of “Cheers,” earning six Primetime Emmy Award nominations for Best Supporting Actor in a Comedy Series. Chicago Bears fans in particular may remember his cameo appearances on Saturday Night Live in the 1990s as Chicago Superfan Bob Swerski, alongside castmates Chris Farley, Mike Myers, Robert Smigel, and one-time host, Joe Mantegna.

Wendt’s career also includes starring roles in films and theatre, including sharing the screen with actors Robert De Niro in the film *Guilty by Suspicion* and Mel Gibson in *Forever Young*. He took to the stage as Edna Turnblad in a Canadian production of the musical *Hairspray* and appeared on Broadway as Santa in *Elf the Musical* in 2010.

In addition to Wendt, the Senior Expo will feature representatives from 75-100 companies and organizations providing valuable information for older adults and their families. Attendees can learn more about options for senior living, healthcare, managed care organizations, health and wellness services, financial management, legal issues, funeral planning, and government and social services.

Senior Expo will also feature information about Lifescape’s programs, including Meals on Wheels, the Adult Day Program, Senior Choice Information and Assistance, Senior Mental Health, and Transportation Services. The event includes a 50/50 raffle, the Olivo Taco food truck, handicapped accessibility, including shuttle service from the parking lot to the entrance, and giveaways.

For more information about Lifescape’s Senior Expo, please call 815-963-1609 or visit [www.lifescapeservices.org](http://www.lifescapeservices.org).