

BOOMERMALE.com

Be Well. Do Well. Live Well.

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BoomerMale.com Focuses on Challenges of Baby Boomer Men

BoomerMale.com, a new website launched today, focuses on the challenging issues men of the baby boom generation face. BoomerMale.com is devoted to men and covers the important issues of health, finances and well-being, claims the site's creator Tom Hering. Hering and his business partner Mike Mathews, who both fit in that generation born between 1946 and 1964, believe that there's a need for a digital presence where boomer males can find contemporary and relevant advice to help them live a better life after age 50. "You'll find plenty of sites that focus on money issues only or health issues only," says Hering. "But few if any offer a comprehensive look at the unique challenges of men 50 plus."

According to BoomerMale.com, close to 40,000,000 men can be categorized as baby boomers in the U.S. The content on the "About" page states that BoomerMale.com offers "real-life advice for baby boomer men." The site features podcasts and in-depth interviews with boomer subject matter experts from various industries including wealth-building, sexual health, fitness, relationships, business, travel and career management. Hering says these are pertinent issues for boomer men who while still in their 50s or 60s have many years to live in their "third act" of life. Like many of their fathers and role models from the Greatest Generation, boomer men could live another 25 to 30 years and want to live a rich and productive life suggests Hering.

(more)

In addition to the interviews, the two founders say BoomerMale.com features action-oriented blog posts that help a man find more energy, more resources with less stress to enjoy the "third act" of life. Both Hering and Mathews raised children and experienced careers in marketing-communications. "We really are the target market," adds Hering. "Both Mike and I believe in that old adage that says it takes one to know one."

BoomerMale.com also plans to create its own brand of products and specifically designed for the 50+ male. "More than anything, we want a man to 'be well, do well and live well' during the last 25-30 years of his life," says Mathews. "If we've done that, we believe we've made a valuable contribution to our own generation."

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