



Single at Sixty

It's not the typical picture of 'senior citizens' - single and surprisingly tech-savvy. Meet the new generation of over-50s.

Gone are the days when turning 50 signalled the beginning of a downward spiral in the quality of life. With longer life-spans and increased quality of life, the baby boomer generation is arguably the most youthful group of over-50s ever seen.

According to demographer Bernard Salt, however, there are now more than 492,000 single 60-somethings in Australia and this number is set to increase by 228,000 over the next decade.

With a large majority of baby boomers going through relationship breakdowns or choosing never to marry, Mike Ramsay sought to develop an online meeting place for vibrant over-50s. The Forever Young Club provides a

safe, friendly environment for over-50s to meet, chat and find companions over the internet.

"There was an obvious gap in the market for an online meeting place targeting boomers, particularly one that understands people over 50 who don't see themselves as 'senior citizens' but vibrant, healthy active participants in life," Mike says. "The majority of people over 50 want to develop relationships with people of their own generation. They have a real sense of camaraderie about their life experiences and appreciate the substance of relationships with someone else in the over-50 bracket."

According to AXA's Retirement Scope 2007, home internet usage among Australian retirees averages seven hours

a week. For computer savvy over-50s, the benefit of meeting companions online allows users to personally select forums in which they can interact with other members with similar interests and opinions. The popularity of internet usage with over-50s was evident when more than 1000 people signed on as members of the Forever Young Club within the first months of going online. "It's only in the early stages, but we have seen 1000 people sign up... we are aiming to develop the site as the premier social network for the over-50s offering a range of lifestyle solutions, interest forums and events," Mike says.

Visit www.forever-young-club.com.au

