

MEDIA RELEASE

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Tech savvy boomers race online to find friends - over 1000 join Aussie over 50s social network website

According to a new online social network for over 50's, the baby boomer market is much more tech savvy and looking to network online than most appreciate with more than 1000 people joining forever-young-club.com.au in its first months of operation.

Key founder and spokesperson for forever-young-club.com.au Mike Ramsay said the boomer demographic is also populous, young-at-heart, asset-rich, demanding and the least straight-laced generation of over 50's ever seen.

"As a baby boomer I know we don't want to 'grow old.' Being 50 is not what it used to be in my parents' generation. This week Prime Minister Howard encouraged workers to stay vital and active until in their late 60's – and this is coming from a man aged 67 and still running the country!"

As more tech savvy baby boomers age, internet usage among the over 50 age bracket has sky-rocketed. According to AXA's Retirement Scope 2007, home internet usage among retirees in Australia averages seven hours a week - ranking only second to the Americans.

With an ageing population, longer life spans and increasing numbers of cashed-up baby boomers going through relationship breakdowns, turning 50 or even 60 can present many Australians with a whole new outlook and range of life choices.

Mike Ramsay continues, "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. 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," Ramsay said.

According to author and demographer Bernard Salt, there are now 492,000 single 60-somethings in Australia, comprised of those who have chosen never to marry as well as the separated, divorced and widowed. Over the next decade boomers will fully colonise their 60s and the single-and-60 market will grow by 228,000.

"It's only in the early stages, but we have seen 1000 people sign up to the and with several businesses are looking to form alliances with us. We are aiming to develop the site as the premier social network for Australians over 50 offering a range of lifestyle solutions, special interest forums and events."

www.forever-young-club.com.au was launched in 2007 with an all encompassing theme of 'Loving Life over Fifty.' The site aims to provide a safe, friendly and comfortable forum for Australians over 50 to meet, chat and find companionship over the Internet. For more information or to register FREE visit www.forever-young-club.com.au. Premium membership rates start at \$25 per month, \$65 per quarter or \$210 for 12 months.

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