

Don't Stop Now

Making the Most of the Rest of Your Life

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CONTACT: Jan Fishler Fishler/janfishler@gmail.com/530.277.9173
Elle Gianforte/elle@bluefigcreative.com/310.903.3960

New Book Inspires and Motivates Women over 50

Elle Gianforte and Jan Fishler have a clear understanding of the questions that arise when a woman reaches "a certain age." As part of the research for their new book, *Don't Stop Now: Making the Most of the Rest of Your Life*, they spent nearly a year talking to women between the ages of 50 and 75 to gather information on the challenges they face as they navigate the last third of their lives.

"Elle and I are in this demographic, too," states Fishler, "and we knew we weren't the only ones trying to figure out how to live a rewarding and fulfilling life in spite of age. We interviewed women from all over the country, from various ethnicities and socio-economic groups, and in spite of their differences, they all had the same concern: *What do I do now?*"

Adds Gianforte, "When a career ends, when children leave the nest, when homemaking responsibilities lessen, a woman's life shifts dramatically. Besides coming to terms with the changes and reflecting on the life she has lived so far, the 50-plus woman must figure out how to move forward in a way that brings her as much joy and satisfaction as possible."

Don't Stop Now: Making the Most of the Rest of Your Life addresses the issues that are of concern to women as they grow older. Each chapter has a particular focus: physical wellness, emotional health, finances, relationships, behaviors, appearance, learning something new, and giving back. The information provided is useful, thought-provoking, and according to the authors, "occasionally in your face."

Explains Gianforte, "From non-compliant body parts to non-launching kids—from post-divorce dating to post-menopausal issues—from shushing your inner critic to shoring up your boundaries—no topic is off limits."

Personal stories about women who have addressed the issue highlighted in each chapter provide ideas and stimulation to the reader who might be facing her own dilemma in that area. Seasoned experts weigh in with advice on each topic.

Don't Stop Now is also an interactive book. Each chapter begins with a personal assessment and ends with a series of action steps designed to motivate the reader.

"Growing older doesn't mean growing complacent," says Fishler. "Our goal in writing this book was to remind women that life doesn't stop at 50. We might very well live another 30 years or more, and it's going to feel like 1,000 years if we just sit back and wait for everything to end. These days, women are running their first marathon at 53, playing the romantic lead in a movie at 61, and having a book published at 74. We want to encourage our readers to realize that the rest of their lives can be the best of their lives."

Don't Stop Now: Making the Most of the Rest of Your Life was published in September, 2018 by Tin Cat Media. A 140-page, 7" x 10" paperback, it is available on Amazon for \$17.95.