

For Immediate Release:  
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Press Contact: Skye Communication, LLC  
Jim DeMicco: (203) 879-2258  
[jd@skyeline.com](mailto:jd@skyeline.com)

## **New Media Wakes Up to the Needs of a Savvy 50+ Population**

### ***Launch of New Ezine & Website For FiftyAndFurthermores Founder Dr. Dorree Lynn Joins AARP TV As Their Featured Sexpert***

Washington, D.C. – AndFurthermore, Inc. re-launched their website this month, [www.FiftyAndFurthermore.com](http://www.FiftyAndFurthermore.com); they also introduced and released a brand new ezine for 2008. FiftyAndFurthermore is dedicated to the art and experience of *saging* fully; it is a psycho-savvy and pragmatic media with a healthy dose of luxury and soul. Psychologist, author and savvy sage Dr. Dorree Lynn founded FiftyAndFurthermore.com as a lifestyle website and ezine that celebrates growing older as a time for creative and passionate living. The site is a forum that fosters an open dialogue with the 50+ crowd, discussing topics such as: relationships, sexuality, travel, health, reFIREment, green living, mental health, spirituality and fashion.

Dr. Dorree Lynn brought together a team of experts, writers and designers to develop a web presence for those “not born yesterday.” In fact, FiftyAndFurthermore.com was not born yesterday either. Dr. Lynn began her first website for Baby Boomers and seniors back in 2000, and the site has continuously evolved and grown during the last 8 years. The ezine is a natural extension of the website, highlighting various writers and articles for busy FiftyAndFurthermores who are on the go.

“I see the ezine as a type of media that can effectively reach out to those 50+ in a cutting edge way. We want to cover the issues that really matter to us, the subjects that everyone wants to know about, but few know how to talk about. And we want to do it in a way that’s sophisticated, yet has soul,” explains Dr. Lynn.

Dr. Dorree Lynn is exploring new ways to push the envelope among the Baby Boomers and beyond. She was recently named the new sexpert on relationships & intimacy for her “On The Couch,” segment of the new TV program “My Generation,” produced by AARP.

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Dr. Lynn tapes at the AARP headquarters in Washington D.C., utilizing her 40 years of experience as a psychologist who deals with love and sex on a daily basis. She is joined by her co-host Greg L. Williams who can be seen weekly as the homicide detective "Michael Crutchfield" on HBO's show, "The Wire."

Dr. Lynn says, "AARP viewers want to talk about love and sex, but intimacy evolves and changes as we age. They want to know how to date at their new age, and even how to stay married. And of course, there's always issues surrounding sex. Life isn't quite what it used to be. 'On the Couch' and 'My Generation' addresses these specific needs and I'm proud to be part of such a forward-thinking show."

Quick Facts: There are over 40 million baby boomers over the age of 50. By the year 2030, the baby boomers will be between 66-84 years old, and will represent 20% of the total population. The spending power of the Boomers born between 1946-1955 is well over a trillion dollars.

### **About Dr. Dorree Lynn & FiftyAndFurthermore**

Dr. Dorree Lynn is the founder and Editor-in-Chief of the [FiftyandFurthermore.com](http://FiftyandFurthermore.com) website and ezine, a forum for age-mates in the second half of their lives. Besides being a *saging* advocate, Dr. Lynn can be seen as a featured sexpert on relationships & intimacy in her "On The Couch," segment of the new TV program "My Generation," produced by AARP. She is a practicing psychologist and life coach in Washington, D.C. & Florida with 40 years of experience. She is also the author of two books, *When the Man You Love Is Ill; Doing Your Best for Your Partner without Losing Yourself* (Marlowe & Co. / Avalon Publishing 2007) and *Getting Sane Without Going Crazy* (Xlibris 2000). Dr. Lynn is now writing a third book about 'Baby Boomers between the sheets,' coming out in December of 2008. Dr. Dorree Lynn travels extensively as a consultant and lecturer, and can be found within top national newspapers and magazines, as well as TV networks like ABC, CNN, MSNBC, PBS, and VH1.



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**ANDFURTHERMORE, INC.**  
4483 Salem Lane, NW, Washington, DC, 2007  
202-338-6000