

**FOR IMMEDIATE
RELEASE**

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Press Release
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Seven Baby Boomer Authors Come Together in Unique Boomer Blog BOOMER BABES ROCK!



FARIBAULT, MN — Monday, January 15th will see the launch of one of the first co-authored blogs especially for baby boomer women. **Boomer Babes Rock!** will be written by, for, and about baby boomer women. Boomer women were born between 1946-1964 and now range in age from 43-61. The blog will also be a great guide for Boomer Dudes who want to know what makes their boomer women tick.

A boomer woman with a keen eye for identifying trends in the marketplace, Allison Bottke is the Founder of **Boomer Babes Rock**, as well as **God Allows U-Turns**, an international outreach that includes 21 books.

Bottke has brought together a dynamic team of seven women to co-write this blog, an offshoot of **www.BoomerBabesRock.com**, “where fun, food, fashion, family, and faith, merge to empower and inspire boomer women around the world.”

*“We are not a daily devotional or a place for serious discussions on theology. We want to empower and inspire women to achieve the dreams of their heart. While our faith is a vital part of our worldview, and is encouraged in all postings, the **Boomer Babes Blog** is intended to reach a broad market. One of our goals is to bridge the gap between women of faith and those whose faith walk may be new or non-existent. We want to share all the fun and foibles associated with living in the midlife boomer years. We want to share that we are real women who love a very real God.”* Bottke said.

Members of this team include several acclaimed CBA authors as well as the Founder of the National Association of Baby Boomer Women (NABBW.) With specific posting days every week, the blog is comprised of **Allison Bottke**, **Dotsie Bregel**, the Founder of The National Association of Baby Boomer Women; **T. Suzanne (Suzie) Eller**, Author/Speaker; **Eva Marie Everson**, Author/Speaker; **Keri Wyatt Kent**, Author/Speaker; **Connie Pombo**, Author/Speaker; and substitute blogger, **Cheryll Hutchings**, Managing Editor of the Boomer Babes Rock Dream-Zine and co-editor of God Allows U-Turns.

Officially starting Monday, January 15th, a different member of the **Boomer Babe Blog Team** will post daily from Monday thru Saturday, with a mission to entertain, empower and inspire readers everywhere.

Visit: <http://www.boomerbabesrock.com/blog>

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