

# **S**uddenly **S**enior™

A WEEKLY COLUMN ABOUT GEEZERDOM WRITTEN FOR THE 66 MILLION  
AMERICANS OVER 50 WHO'VE BECOME SENIOR BEFORE THEIR TIME

## NEWS RELEASE

FOR IMMEDIATE RELEASE

**Topic:** Humorous Look At Geezers Hits Home With Many  
**Contact:** Frank Kaiser; Suddenly Senior, <http://www.suddenlysenior.com>  
**Photos:** Available upon Request  
**Alt. Heading:** New 'Zine Takes Humorous Look at Geezers  
Who've "Become Senior Before Their Time"

### **HUMOR COLUMN HELPS SENIORS FACE REALITY**

**Weekly column said to reveal "real truth of growing up and older in a society that has difficulty acknowledging and respecting older folks."**

**CLEARWATER** — What do you do if, after a lifetime of engaging work and adventure, you arrive at retirement age with no savings, no pension, no support for you and your wife except a measly \$616 monthly Social Security check?

That was exactly the dilemma Frank Kaiser faced last year. And at his age, the only jobs open were bagging groceries and boosting burgers.

Not that he didn't have solid work experience. After the Army, Kaiser had been a magazine editor, an adjunct professor of advertising, a travel writer, a successful photographer, even a PR flack.

He'd helped illiterate adults read. Taught marketing workshops in Central Europe and Russia. Played bassoon. Owned successful businesses. Created award-winning TV commercials for Kellogg's Cereals, GE, Maytag, and P&G.

Kaiser even helped save the world. A little corner of it, anyway.

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## Magazine Helps People Help Themselves

Five years ago in Miami, he and his wife, Carolyn, started StreetSmarts Coalition to help south Florida's homeless men and women to self-sufficiency. The nonprofit combined publishing an advocacy magazine called *StreetSmarts* and job training to provide meaningful employment with immediate income.

"A hand up, rather than a handout," selling the magazine created money and dignity for the poorest of the poor. It helped dozens of homeless men, women, and children off the streets and into places of their own.

In fact, that "business solution to a challenging social problem" was the Kaisers' downfall. For three years, he and his wife put all their time and savings into the project, believing that once Miami's power elite saw the project's positive results, grant money would roll in.

It never did. Even recognition from Florida's Homeless Coalition with their highest award for "Outstanding Service to Homeless People Through Advocacy in 1999" was met with indifference from grantors.

By 2000, their savings gone, the Kaisers were forced to close the nonprofit. Broke, on the verge of losing their home, Kaiser needed an income-producing idea. Fast.

"In school, I was taught to write what I know," he says. "I decided to write the truth about what it's like to be a geezer."

*Suddenly Senior* was born.

"Newspapers' most avid readers are seniors," explains Kaiser. "In return for that dedication, most papers give us stock and scam tips, Social Security and



Miami's homeless found that StreetSmarts provided meaningful employment with immediate income.

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retirement advice. Important, maybe. But dull." Suddenly Senior would be the antidote to all that.

## Sex, Now and Then

Kaiser's first column, "Have Sex the Way You Did 40 Years Ago," caught the attention of the editor at Florida's Key Largo *Independent*. Soon, other papers joined in syndicating the column. Always funny, often inspirational, Kaiser was capturing editors and readers attention by writing about "senior moments," the down side of longevity, (occasional) sex after 60, even making light of elders' ubiquitous nose and ear hairs.

He took readers back to when the world wore hats and examined the disappearance of front porches across America. A column on radio's *The Lone Ranger* prompted dozens to write him about their deep feelings about that imaginative medium.

Clearly, Kaiser had touched a nerve.

A small mailing to regional senior publications enlisted more papers and magazines syndicating the column.

One of them was Vancouver Washington's *Senior Messenger*. Editor Diane Wagner said later, "We had looked for years for a column like *Suddenly Senior*. We wanted a literate, witty, sometimes biting, sometimes ironic male writer with a exterior of rumped steel and the heart of a streetwise pussycat! We found him in *Suddenly Senior's* Frank Kaiser."

Fan mail began arriving. A retired Chicagoan wrote, "You're a voice in the wilderness, the only one speaking for seniors and the way it truly is with us."

Another, a New York City boomer just hitting 55, wrote, "Thanks for preparing me to be a duffer, and letting all us Boomers know that dufferdom can be the best years of our lives."

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And a 76-year-old Los Angeles granny wrote, "Your insight, tempered with wit, empowers all of us with truth and hope about aging found nowhere else. Please, keep up the good words."

Kaiser realized he was not just writing a weekly column anymore. He was feeding a hunger in the senior ranks for someone to echo their deepest feelings, hopes, and fears — somebody reporting from the front lines the profound experience of becoming a geezer. And enjoying it.

*Suddenly Senior* apparently provided that voice with warmth, humor, clarity, and in-your-face honesty.

The writer took to the Internet to further spread his word. Soon, his site was getting 200,000 hits monthly. To provide alternative views of seniordom, Kaiser served up his site visitors with an eclectic stew of cartoons, humorous photos, and funny stories, many by well-known authors. "If it's a fresh, funny look at seniordom, it's now at *SuddenlySenior.com*," he exclaims.

Most popular at the site are the ever-changing *111 World's Best Senior Sites* and *This Week's Guaranteed Best Jokes*

## **Touches your heart and your funny bone**

As Kaiser's weekly column began syndicating to other senior Internet sites, website reviewer *Briefme.com* said, "Check out Frank Kaiser's *Suddenly Senior* to get the real truth of growing up and older in a society that has difficulty acknowledging and respecting older folks. Real stories through real-life experiences touch your heart and your funny bone!"

The column now having a life of its own, Kaiser is beginning to make a living from *Suddenly Senior*. "No one is more surprised than I," he says.

Dishing out humor and hope to the 66 million Americans age 50 and up who've "become senior before their time" has proved to be Kaiser's most

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extraordinary adventure yet.

Every day, incoming e-mail demonstrates that he has struck a resonant chord with seniors of all ages around the world. [Seventy-two countries logged into *SuddenlySenior.com* in February, 2002.]

As a Key Largo reader wrote Kaiser recently, "*Suddenly Senior* really tells it like it is. My wife, June, and I can't wait each week to see how closely you capture our lives and hopes. You're really a funny guy!"

Readers can see for themselves at <http://www.suddenlysenior.com>.

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