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Contact: Frank Cioffi
frankc@medialinkgroup.com
415-893-1570

ELDR Magazine Explores Sex & Intimacy Over 60

**“Most people don’t want to think about their grandparents having sex”
Well, get over it. Folks over 60 are indeed getting it on.**

(San Francisco, CA) – February 19, 2008 - The third issue of ELDR magazine, named one of 2007’s “Hottest Magazine Launches,” gets hotter with an exploration of sex and intimacy over 60 years of age.

The Spring issue cover story for ELDR, the first national magazine for people over 60, brings the latest groundbreaking research on elder sex to a personal level with real people stories and interviews.

“Love, sex and intimacy are just as important to older people as to younger people,” said David Bunnell, editor-in-chief of ELDR, “But somehow it's been taboo to even think about these things in terms of anyone over 60. We think this is just plain silly because as this article points out: sexual well-being is a key part of aging.”

ELDR's Spring issue also covers dancing as a way to achieve longevity, recipes from the world's healthiest cuisine, a pull-out poster on "How to Reduce Your Cancer Risk," and interviews with inspiring elders including Judy Collins, Wavy Gravy and Marian McPartland.

ELDR Magazine Cover The cover of ELDR’s third issue features two nearly-nude 60-something elder models. ELDR’s premier issue cover featured Jim Hammond, a 93-year-old Seniors Olympics sprinter; the second issue cover featured Betty Eiler, a 73-year-old yoga instructor.

ELDR was recently chosen from among 700 new magazines as one of the 15 “Hottest Magazine Launches” of 2007 by Media Industry Newsletter (MIN) and University of Mississippi journalism professor Samir Husni, also known as “Mr. Magazine.” ELDR.com is also a design finalist in the 2008 MIN “Best of The Web” Awards.

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About ELDR Media LLC ELDR is a media company which seeks to inspire the affluent elder to live a more meaningful life, to celebrate the joys and to navigate the challenges of aging. ELDR is the first media company targeting the 60-plus active and affluent demographic. ELDR was founded by senior housing innovator Chad Lewis and pioneering magazine editor and entrepreneur David Bunnell. ELDR Media LLC is headquartered in Berkeley, California. Visit ELDR online at <http://www.eldr.com>.

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