**MEDIA RELEASE**

**Changing the way older people feel about life!**

**Fact 1:** Older people face challenges that younger people cannot fully appreciate until they reach similar maturity and experience similar issues.

**Fact 2:** How people feel about their life can impact positively or negatively on their health and well-being.

**Fact 3:** Children laugh on average 150 times a day, adults just 6 times.

***Seniors Happy Life*** understands these facts and sets out to address these and other issues faced by many seniors today. We are doing this in a very simple, straight-forward, affordable and practical way through an initiative created solely for compassionate reasons not commercial gain.

***Seniors Happy Life*** is an innovative new National publication that promises ‘100% Enjoyment’ for Seniors right across Australia. One notable difference to many publications is ***Seniors Happy Life*** carries no business advertising. It is produced in newspaper format and is packed with 40 pages of appropriate inspirational stories, laughs, puzzles, sentiment, nostalgia and more, all designed to make readers feel good - all in colour, and because the publication has Senior’s special needs in mind, it is printed in LARGE PRINT.

***Seniors Happy Life*** can’t change people’s circumstances, but it can certainly help change the way they ***feel*** about them, especially those contending with loneliness, isolation, boredom or low morale. Helping with these issues alone, is a step in the right direction in caring for older people.

Director of Seniors Happy Life Pty Ltd, Bob Holland, believes there’s never been a publication like it.

“Most publications aimed at Seniors tend to target those seniors whose lives have not been impacted in the same way as those who now find themselves on their own, restricted in what they can do, and often very reliant on care through aged care facilities, or by visiting care and service providers. ***Seniors Happy Life*** is nothing like these publications and doesn’t set out to be, we have very clear and different objectives and are aiming at filling what we see as a type of void in many Senior’s lives. We have set out to produce an old-fashioned hard copy publication, with **no business advertising**, simply packed with 100% enjoyment so, if it does nothing more than bring our readers a small amount of pleasure and enjoyment each month, we will have succeeded,” Mr. Holland said.

The idea for ***Seniors Happy Life*** arose when Mr. Holland’s wife was diagnosed with a rare but fatal brain disease. She died in February 2022 at 72 after being fully cared for by him in their own home for two years. This experience and the grieving period that followed caused him to appreciate the plight of people in similar circumstances much more. He has since committed the remainder of his life to trying to improve the quality of life for older people and ***Seniors Happy Life*** is part of that process.

The Pilot issue is currently available with regular monthly issues commencing in February. The Pilot issue in full and more information about ***Seniors Happy Life*** can be found at [www.seniorshappylife.com.au](http://www.seniorshappylife.com.au)

**Contact:** Bob Holland, Director – 0412 501706 or bob@seniorshappylife.com.au