**Seniors Happy Life***100% Enjoyment for Seniors*

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**MEDIA RELEASE**

**Unique new resource takes up the fight   
against ‘loneliness’.**

A new and unique entertainment resource, designed to help fight loneliness among older people, is being rolled out across Australia, and sponsors are being sought to ensure that those who are most vulnerable are given access to the resource.

The resource, Seniors Happy Life, is designed to provide hours or days of enjoyable reading and activities each month for users. Seniors Happy Life is 40 pages of inspiring and heart-warming stories about and by older people, along with a good dose of nostalgia, puzzles, humour and spectacular photos. The content isn’t time sensitive and doesn’t date so each publication can be enjoyed indefinitely.

There is nothing else like it available at the present time and recent subscribers describe Seniors Happy Life as “brilliant”.

Loved ones, aged care facilities, service clubs and caring individuals are being encouraged to sponsor a subscription for those who are unable to or incapable of using technology and subscribe for themself. Subscriptions including postage anywhere in Australia start at $72 per year (12 issues) for individual subscriptions and $30 per month for 5 copies for aged care facilities.

Seniors Happy Life is a resource that is being produced for compassionate reasons, not commercial reasons. Copies can be posted to all parts of Australia and are available from $2 each plus postage by subscription for individuals, seniors groups or organisations, aged care facilities and the like, details can be found at [www.seniorshappylife.com.au](http://www.seniorshappylife.com.au)

**Supplementary information:**

Ask people in their 70s and 80s what they fear most, and the answer will often be “loneliness”. Loneliness is one of those states of mind that we all hear and know about, but until one actually faces it on a daily basis, a full appreciation of what it feels like can only be imagined.

Having too much time on your hands and little to do, can be extremely challenging for people at that stage of their lives, and especially when living with ongoing health issues is also a factor.

Millions of old people across Australia, and especially those who have lost partners, live alone, or rely on constant care in an aged care facility, will often tell of the loneliness they face every day, and this despite their best efforts personally, and by facilities and services providers to help them fill in time.

75 year old Bob Holland, a former regional newspaper publisher, is one such person who now finds himself in this position after losing his wife of 52 years to a fatal brain disease over 12 months ago. Given his experience in the year since, he believes more can be done for people in his situation and to start the ball rolling, Bob is putting his newspaper experience to good use and is now producing a new resource that, apart from being a good read for all seniors, is especially designed to help fill in time for those who find themselves in situations where loneliness is a real and ongoing challenge.

**More information or to arrange an interview:**

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