

# Seniors Happy Life

100% Enjoyment for Seniors

5 Kamdell Place  
Orange NSW 2800

P: 0412 501 706

E: [bob@seniorshappylyfe.com.au](mailto:bob@seniorshappylyfe.com.au)

W: [www.seniorshappylyfe.com.au](http://www.seniorshappylyfe.com.au)

## MEDIA RELEASE

### **Are we giving our seniors too much quantity and not enough quality?**

It could be argued that much is being done for our ageing population.

But are we sacrificing quantity for quality?

What is it that old people crave most? What gives them the most pleasure? Has anyone researched this adequately? One man thinks not!

Bob Holland recently lost his wife of over 50 years and in the 18 months since her death, he has discovered first-hand what old people, especially those who live alone like him, face.

***all the “services” in the world won’t eliminate  
what these people feel inside***

Loneliness, isolation, boredom and low morale are just some of the issues old people have to contend with, and all the “services” in the world won’t eliminate what these people feel inside, and on a constant basis in many cases.

Mr. Holland, a former newspaper publisher and considered by many as an “ideas man”, having now experienced “what growing old alone feels

like” has decided to use the rest of his life to try and improve the quality of life of older people. His quest started late 2022.

His target group is people in their 60s, 70s and above, and especially those who have lost partners, live alone at home, or reside in aged care facilities. Most of those in this group face a variety of issues in one form or another, be it health, financial, mobility, emotional and so on, and although the wide and varied services available help address some of these issues, they don't adequately address many of the hidden feelings and emotions that older people keep inside.

Mr. Holland believes this is an area where more can be done to help old people enjoy their final years more, and this is where he's concentrating his efforts.

Among the projects he's started or working on are –

A National monthly “large print” magazine style entertainment resource called **Seniors Happy Life** that provides cover to cover entertainment without any news or advertising. (This commenced February 2023)

A National New Friends Network

A National Connect2day concept

A National Seniors Happy Life Café concept

A National song/anthem contest

A National “Show Love (to old people)” campaign

**Your help is sought in getting these projects out there for comment and discussion.**

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

Bob Holland 0412 501 706

bob@seniorshappy.com.au