



Fast Forward Publications, LLC

Press Release

Is it HOT in here, or am I just HOT?

Bold sex-pectations of boomer babes reflected in new book

Hot news flash -- the generation that invented “sex, drugs, and rock n’ roll” isn’t giving up their signature lifestyle anytime soon. Though the boomer’s recreational drugs have given way to prescriptions and their rock music wrestles with rap, sex is still a priority for the 78 million Americans currently aged 40 to 60+.

How will this avalanche of aging hipsters keep their mojos moving? The new book *Is it HOT in here or am I just HOT? Lose your virginity after 40!* claims that boomers just need the right information to fan the flames through the fearless 40’s, the frisky 50’s, the spicy 60’s and beyond. In a lighthearted, straightforward style, author Sunny Hersh aims her flashlight into the most private corners of the sexual psyche and confronts the challenges of aging.

Hersh, author of the hit boomer women’s survival guide *Midlife Mamas on the Moon*, reveals the secrets of romance, sensual joy and more meaningful intimacy. She supplies tips on topics from Tantra to testosterone, finding your libido loca, exploring some erotic cinematherapy, and using games and simple strategies to communicate your desires to your lover. Quoting today’s top sexperts, she reflects the humor and Oprah-style empowerment of popular boomer books like *I Feel Bad About My Neck* and *The Wisdom of Menopause*.

Full of practical ideas on everything from veggies to Viagra, *Is it HOT in here or am I just HOT?* will change the way you think about sex after 40. Sunny’s you-go-girl attitude will have you laughing as you learn to pump up the passion and share a sizzling sex life with the one you love best. Whether you’re looking for love or lovin’ the one you’re with, you’ll lose your virginity – the second time around – by the time you arrive, breathless, at the last page!

Is it HOT in here, or am I just HOT?

By Sunny Hersh 2007
Original Softcover, 233 pages
Contact – Robert Scott

**P.O. Box 255
Old Zionsville, PA, 18068**

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**610-966-1931
610-966-1430 fax
fastforwardpubs@earthlink.net**