



Press Release

Baby boomers aren't over the hill –they've moved the hill back!

The last of the 78 million baby boomers – those born in 1964 – are over 40. The generation that transformed childhood, adolescence, and adulthood has already made 40 the new 30. Planning to stay young with exercise, Botox, Viagra, and Lipitor, boomers are filling up retirement portfolios and graduate programs and filling out the ranks of new business owners. In this shifting landscape of aging, **Midlife Mamas on the Moon** makes sense of it all, summing up the latest ways to build joy and boost energy in the second half of life.

“A fun and informative guide to creating health and happiness at midlife and beyond.”
John Gray, Ph.D., Author of Men Are From Mars, Women Are From Venus

Packed with useful checklists, honest personal stories, and no-nonsense resources, **Midlife Mamas on the Moon** shows America’s 42 million midlife women how to move their lives forward and embrace what’s truly valuable. Quoting midlife mentors like Dr. Christiane Northrup, Rabbi Harold Kushner, Dr. Elizabeth Lee Vliet, and Dr. John Gray, author Sunny Hersh gives readers the facts they need to answer questions ripped from the headlines. Do drugs like Viagra turn your husband on, or do you? Will boomers go bust? Is there an alternative to the dangerous hormone replacement you’ve heard about? What does it take to get your 25-year-old to get off the couch and onto the payroll?

In addition to your health and wealth, this warm, funny “digest” of midlife wisdom has practical ideas on how to transform your relationships with your teens, friends, and aging parents. It is the first women’s midlife book to focus on how to stay married and grow with your spouse, though it also details how to survive a divorce and approach intimacy with a new partner.

A wellness trainer and former advertising executive, Hersh experienced her own midlife wake-up call at 45, besieged by physical, emotional and lifestyle changes. She likens the aging process to dancing backward in high heels while spinning plates, and shares humorous stories from her 30-year marriage and the never-ending essay known as parenting. **Midlife Mamas on the Moon** is her upbeat map through the minefield of midlife, a guide to positive choices that will keep readers from being blown away by life’s accidents.

Midlife Mamas on the Moon

Celebrate great health, friendships, sex, and money and launch your second life!

By Sunny Hersh 324 pages Original Softcover

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