



An Imprint of Grey House Publishing
185 Millerton Road PO Box 860
Millerton, NY 12546
(518) 789-8700 (800) 562-2139
Fax: 518-789-0556
www.greyhouse.com
e-mail: books@greyhouse.com

For Immediate Release

November 14, 2006

Contact: Jessica Moody, VP Marketing
Grey House Publishing
(800) 562-2139 x101
jmoody@greyhouse.com

**Grey House Publishing announces the Sixth Edition of the
*Older Americans Information Directory***

Grey House Publishing is proud to announce the publication of the Sixth Edition of the *Older Americans Information Directory*. This recipient of the 2005 National Mature Media Award (presented by the Mature Market Resource Center) serves the growing population of older Americans by providing resources that meet the needs of all sectors of this population, in a single, comprehensive volume.

According to the most recent information from the Administration on Aging, the population of Americans 65 and older has grown 9.3% since 1994 to a total of 36.3 million people. This dramatic increase is not expected to slow any time soon—experts estimate that there will be 55 million Americans (or 12.5% of the total population) in this age group in the year 2020. Several factors account for the expected swelling of this population. Chief among them are advances in medicine that have resulted in longer life expectancies, and the fact that the “baby boomer” generation has begun to reach age 65 and beyond. This generation has changed and shaped American society, and now that its members are entering the age long considered to be “senior citizenship,” a new focus on age and the aging process has taken hold. The media has already begun to pay attention to the growing and changing needs of older Americans, running stories on many issues of import to this population, from the social security debate and changes to Medicare and Medicaid benefits, to plastic surgery and other anti-aging procedures. Further proof of the indelible influence this generation has can be found in the prevalence of ideas like “60 is the new 50,” and an increasing emphasis on mobility (for example, the rising popularity of gentle exercise like yoga, mall-walking and water aerobics), continuing education, independent living and dating into later life (a recent search on Match.com found 500 women ages 65-85 within 100 miles of New York city). Even marketing firms are catching on, with a recent ad campaign by AmeriQuest Mortgage Company featuring the Rolling Stones and Cadillac

-continued-

advertisements set to a soundtrack of Led Zeppelin!

Given the changing and evolving ideas about age and the aging process, as well as the rise in numbers of the 65 and older population discussed above, resources like our *Older Americans Information Directory* are more useful than ever. Combining informative editorial content with listings that meet a wide range of needs, this new and updated edition is a clear and helpful reference for any older American or professional working with this population.

The twelve chapters and more than 12,000 listings contained in the *Older Americans Directory* include: National Organizations and Federal Agencies, Continuing Education, Disability Aids and Assistive Devices, Independent Living Centers, Legal Aid Resources, Libraries and Information Centers and Print Resources, among others.

This Sixth Edition features several important changes and new features. We've combined all National and Federal Organizations into one chapter, and combined all State Agencies (private and public) into a single chapter as well. We've also created an additional health chapter on Speech and Language and included all relevant resources in each health chapter, eliminating the need for separate media chapters. Six new articles have been added, covering topics of interest to older Americans. Articles such as "Online Health Information: Can You Trust It?" and "10 Factors to Consider When Choosing a Medicare Drug Plan" offer helpful suggestions and tips that all seniors can use. Additionally, the user will find three new Appendixes, with updated pension information, a glossary of health and medical terms and a glossary of legal terms.

With approximately one in eight of all Americans 65 years of age or older, the demand for older Americans resources is growing all the time. Our 2007 *Older Americans Information Directory* is a one-stop, comprehensive and diverse reference source offering something for everyone. We're sure this new edition will be a much-used addition to any public library, as well as to collections in senior centers, independent and assisted living facilities and for medical and legal professionals who specialize in the needs of older Americans.

For the fastest access to information, the *Older Americans Information Directory* is also available as an Online Database. Subscribers to the Online Database will have immediate access to the detailed listings contained in the print directory. With the *Older Americans Information Directory* Online Database, users will be able to conduct in-depth searches of the database to locate resources that meet specific search criteria, and all listings are accompanied by links to the listee's web sites and email addresses. Finding specific information and resources for those living with disabilities has never been easier. Visit www.greyhouse.com for a free search through the Online Database or call (800) 562-2139 x.118 for more information.

Older Americans Information Directory

Softcover ISBN 10: 1-59237-136-1 1,158 pages \$165.00

Softcover ISBN 13: 978-1-59237-136-5

Editorial Director: Laura Mars-Proietti

Publisher: Leslie Mackenzie