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New Resource For Baby Boomers And Seniors To Kick Off

June 1, 2011, Cherry Hill, NJ - A kickoff celebration for the new, cutting-edge website, **50andBeyond.com**, is slated for June 13th from 5:00 pm to 7:00 pm at Seasons 52 in Cherry Hill, NJ.

Founded by South Jersey businesswoman, Bonnie Joffe, **50andBeyond.com**, scheduled to launch on June 8th, is a comprehensive online resource for Baby Boomers and Seniors in the greater South Jersey region.

“It’s no secret that the 50+ marketplace is growing by leaps and bounds,” says Joffe. “Today’s mature individuals are faced with unique challenges, needs and expectations. Some of those challenges might include caring for an older family member, planning for retirement, downsizing or simply maintaining an active lifestyle. Whether consumers are searching for themselves or a family member in their care, **50andBeyond.com** is a one-stop resource for quality services – available at the simple click of a mouse.”

50andBeyond.com provides essential life solutions, services and resources for the mature, consumer including stimulating content about topics relevant to today’s needs and challenges; AND targeted directories with listings for an extensive variety of businesses including senior services,

finance, legal services, insurance, real estate, downsizing, home design, health, wellness, fitness, business services, entertainment, community information *and more*.

Included among the extensive list of **50andBeyond.com** charter members are Remax Connection, Strategic Funding, Foundation Title, Home Instead, Comfort Keepers, 5 Star Senior Living, Lakeside Financial, BB"s Clutter Solutions and Hardenbergh Insurance Group, just to name a few.

“This kick-off celebration on June 13th is the culmination of a lot of hard work,” remarked Joffe. “We are excited to bring all our members and supporters together to mark the launch of a truly revolutionary online destination.”

50andBeyond.com founder Bonnie Joffe, a real estate professional specializing in the Senior population, spent years building and cultivating a widespread network of professionals and resources. A South Jersey wife and mother of four juggling work, aging parents, a busy household AND a growing business, Joffe knows first-hand the challenges facing Baby Boomers and Seniors today.

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