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ELDR Magazine Cover Shots Celebrate Aging

Magazine Reaching Affluent, Over-60 Crowd Features Cover Girl Betty Eiler, a 73-year-old Certified Yoga Instructor

(San Francisco, CA) – October 15, 2007 - The second issue of ELDR magazine, just named one of the 15 “Hottest Magazine Launches” of 2007, hits newsstands today with features on people embracing their natural gray hair color, how to “Work Out Your Brain,” the “Dynamic Duo” tennis partners in their 80s, and cover girl Betty Eiler, a 73-year-old yoga instructor.

“We want to change the perception of aging, and our covers make a strong statement,” says Dave Bunnell, editor-in-chief. “Our first two covers featured real people who’ve taken charge of the aging process, each in their own unique way. I see them both as strikingly handsome, even beautiful.”

The cover of ELDR’s premier issue featured Jim Hammond, a 93-year-old Seniors Olympics sprinter taken by Pulitzer Prize-winning photojournalist Rick Rickman.

ELDR was recently chosen from among 700 new magazines as one of the 15 “Hottest Magazine Launches” of 2007 by Media Industry Newsletter (MIN) and University of Mississippi journalism professor Samir Husni, also known as “Mr. Magazine.”

About ELDR Media LLC ELDR is a media company which seeks to inspire the affluent elder to live a more meaningful life, to celebrate the joys and to navigate the challenges of aging. ELDR is the first media company targeting the 60-plus influential and affluent demographic. ELDR was founded by senior housing innovator Chad Lewis and pioneering magazine editor and entrepreneur David Bunnell. ELDR Media LLC is headquartered in Marin County, California, just north of San Francisco.

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