

FOR IMMEDIATE RELEASE

**Cosmo Creative Group Announces New Research &
Information Resource and Guide for Seniors and Boomers**

(Cosmo Creative Group, LLC, Denver, CO) – According to Karl Edmunds, Principal of Cosmo Creative Group, a national public relations and marketing firm, there is a growing wave of Boomers and Seniors over the age of 50 who are seeking high quality, reliable information sources to assist in making complex decisions that literally cross every dimension of life including: retirement planning; health; family and relationships; assisted living and care services; hobbies; and a host of other interests.

Over the past several months, Cosmo Creative Group's "senior-age" staff has discussed with other seniors their frustrations in sorting through the vast sea of web sites on the Internet. Edmunds' states, "One senior in our research group estimates that he wastes one hour or more per search, just filtering through the top ten Google returns to find the answer to he is seeking, sometimes never finding it. In response to this dilemma, we have designed and are launching our first web site this month, Senior Retirement Trends, (<http://SeniorRetirementTrends.org>), which is expected to become a leading resource for this demographic.

"What makes Senior Retirement Trends different," continues Edmunds, "is the ease and speed that seniors can find the information they want. We screen content to find articles from leading authors and sources of information that seniors are wasting time trying to find. Our goal is to take the work out of the search process and make Senior Retirement Trends a one stop shop for the 'best of the best' in quality content."

In addition to general topics, Senior Retirement Trends will also provide areas for seniors to play games; use health, home and retirement planning calculators; download free ebooks; and view up-to-date lists of the top 10 selling products for seniors in a variety of categories. The site is staged to grow "organically", adding features the majority of seniors are demanding.

Edmund's vision is much bigger. "Our Senior Retirement Trends site is just the beginning of a larger, linked network of internet sites using leading edge technology to serve the needs of the growing senior marketplace. We expect to partner with a diverse group of new sponsors and bring a new level of tools and resources to seniors within the next year."

For a taste of the future for seniors, visit: www.SeniorRetirementTrends.org.

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