

What is the 50 PLUS REPORT?

The 50 Plus Report is Two-Fold:

1. 50 Plus Report Is An Online Magazine

The **50 PLUS REPORT** is a FREE Online magazine (www.50PlusReport.com) that offers its readers informative and interesting articles and resources, blogs and videos that cover a variety of topics and subjects that the 50 PLUS generation want to know about: health and fitness, nutrition, latest medical breakthroughs, travel, relationships, technology, home and garden, self-help, business, entertainment, beauty, lifestyle tips; just about any subject of interest to the 50+ demographic. The Online Magazine has its companion social media sites: Facebook, Twitter, Pinterest, YouTube.

2. 50 Plus Report Is A Series Of Short TV Segments

The **50 PLUS REPORT** are 1:30 – 3:00 min. short, news, information and lifestyle segments focused on America's most powerful and growing demographic: The 50+ generation. The vignette segments are hosted by a 6-member team of 50 PLUS REPORTERS, produced in HD for TV syndication; designed to be programmed into local morning, mid morning and news magazine shows nationwide. The **50 PLUS REPORT** segments cover a variety of topics and highlight a fresh and innovative new world twist to short segment programming. Segments are being offered in English and Spanish and once aired on broadcast stations, they will be seen on the 50 PLUS REPORT Online Magazine.

Executive Producer and Editorial Director



Emmy award winning executive producer and host Barbara Valentine, is the creator of the 50 PLUS REPORT. With over thirty years of production experience in news, entertainment and digital media, Barbara has served as Executive Producer on hundreds of nationally syndicated TV productions. As a member of the 50+ generation, she understands the needs of this demographic and has recruited an established team of contributing writers for the online magazine and introduced a team of veteran news reporters to join her as the 50 PLUS for the daily TV segments offered to TV Stations nationwide.

Valentine says the reason she created the 50 PLUS REPORT is help fill an informational gap for a generation that represents the fastest growing demographic in America with more than 80 million consumers. "As the 50+ generation matures, they will reshape America's marketplace for goods and services. The 50+ won't simply grow old, they will transform aging itself".

50 PLUS REPORT is a Raval Media Group Production
