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New Book Challenges Baby Boomers to Save More, Go Green and Have More Fun

Author declares Hamilton “Canada’s Semi-Retirement Capital”

Are You Ready for Semi-Retirement? A Boomer’s Guide to Success Freedom and Adventure
by Ian Taylor, in distribution from Authors Choice Publishing Group,
ISBN 978-0-9734472-2-4, 212 pages, 19.95 soft cover.

Hamilton, Ontario: Most of Canada’s ten million Baby Boomers will not be retiring, but inventing some form of semi-retirement, says author Ian Taylor in his new book **Are You Ready for Semi-Retirement?**

For the 2.5 million boomers in the Golden Horseshoe, thousands could downsize their empty nests, buy cheaply in Hamilton and kick-start their semi-retirement plans early for a life of freedom and adventure, Taylor says as he shares his own “freedom at 55” experiences relocating from Toronto to Hamilton in 2006.

The secret is to start dreaming, planning and improving lifestyles now, he says, and offers ideas on how to improve your present job and to live more frugally while having more fun.

“I visited Elliott Lake twice. I thought I missed it the first time. I don’t fish or golf or, heaven forbid, snowmobile. There was no dim sum and a long bus-ride to Sudbury. Hamilton looked fabulous.”

“Instead of retiring at 55, 65 or even 75, boomers are now starting to re-balance their time, their talent and their financial treasures,” says Taylor.

“They will work less or work much differently, probably in one of the seven hot semi-careers – the expert consultant, the creative communicator, the financial investor, the real estate manager, the home-care or home service industry, online niche businesses and the real clincher – the gift-driven dream job.”

“The most pampered and self-indulgent generation in history is about to transform from the ‘me’ generation to the ‘we’ generation. This book is my call to action for boomers to re-build and renew their communities, to go green, to stop outdoing one another and start doing with one another and to learn to have more frugal fun. I’m not a wealthy barber.” he says, “I’m the frugal boomer.”

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Taylor blends research with his life experiences, having officially semi-retired at age 38 in 1988 from his high-pressure job as public affairs manager for Toronto's Pearson Airport. He vowed never to work full-time again, although he admits he wasn't working all that hard anyway.

He set up a home-based business called Never Say "NO COMMENT" Incorporated, became an international training expert and has authored two books on how to deal with the news media. He's a professional public speaker on the topic of baby boomers and on the subject of positive communication. He says he plans to work until he dies.

"Boomers need access to part-time careers, adaptable employers open to new ideas, better public transit, less lawn to cut, more books to read, more off-season vacation spots, better deals on used items and fewer National Geographic magazines in their storage rooms. This book is my call to action – to change the world and have more fun," he says.

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Are You Ready for semi-Retirement? A Boomer's Guide to Success, Freedom and Adventure, by Ian Taylor.

Available at Bryan Prince Bookseller, Hamilton, online at Chapters and distributed by Author's Choice Publishing Group.

Ian Taylor – 905-522-4848
spindoc@bellnet.ca

Never Say "NO COMMENT" Incorporated
123 St. Joseph's Drive, PH-2
Hamilton, Ontario L8N 2G1