

FOR IMMEDIATE
RELEASE

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Press Release

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God Allows U-Turns Founder Launches New Brand for 38 Million Baby Boomer Women



FARIBAULT, MN — January 17, 2007. Author and speaker Allison Bottke has launched **Boomer Babes Rock!** a new brand aimed at empowering and inspiring baby boomer women around the world. Born between 1946-1964, boomer women number approximately 38 million and now range in age from 43 to 63. A boomer woman with a keen eye for identifying trends in the marketplace, Bottke is also the founder of **God Allows U-Turns**, an international outreach that includes 21 non-fiction and fiction books as well as a speaking and teaching ministry. Bottke has had the opportunity over the past several years to travel and speak throughout the country, and it's during her travels from California to Connecticut and points in between she began to notice a growing trend among women her age prompting her to found **Boomer Babes Rock!** "A place where fun, food, fashion, family, and faith, merge to empower and inspire boomer women around the world."

"It seems my fellow baby boomer sisters are embarking on journeys of significant change—no longer content trying to do it all, many are checking out of the rat race, intentionally or otherwise, and beginning to focus instead on achieving the dreams of their heart. We are beginning to realize our mortality." Said Bottke.

Bottke is also launching a new co-authored **Boomer Babes Blog** in conjunction with the new brand. Featuring seven dynamic best-selling boomer babe authors and speakers, the **Boomer Babes Blog** includes several acclaimed CBA authors. With specific posting days every week, the blog is comprised of Bottke, Dotsie Bregel, T. Suzanne Eller, Eva Marie Everson, Cheryll Hutchings, Keri Wyatt Kent and Connie Pombo, and is located at www.BoomerBabesRock.com/blog

The third component of what Bottke calls the **Boomer Babe Tri-Fecta**, is the simultaneous launch of **Boomer Babes with Brilliant Dreams**, a free monthly online publication developed to help empower and inspire boomer women around the world to achieve the dreams of their heart. *"We're calling our resourceful publication a **Dream-Zine**, because it's so much more than your typical e-zine."* Bottke said.

The **Boomer Babes Rock!** web site, blog and Dream-Zine all premier January 2007 at www.BoomerBabesRock.com

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WWW.BOOMERBABESROCK.COM

Boomer Babes Rock!

PRESS RELEASE

ALSO IN THE NEWS—JANUARY 2007

The award-winning Internet magazine **Christian Women Online (CWO)** premiered a new monthly column in January written by Allison Bottke. Titled, **Boomer Babes Rock!** the monthly column will be written by, for, and about baby boomer women. The recent issue features Liz Curtis Higgs on the cover and contains Bottke's inaugural article titled: "*It's Never Too Late.*" **For more information:** <http://www.christianwomenonline.net/index.htm>

Allison Bottke partners with best-selling fiction author and **Mad Genius Marketing Guru, Randy Ingermanson**, to present a four-part live Teleseminar series for writers. Part one is titled "**Clean Up Your Act,**" and begins on Monday, January 22. The series continues for three consecutive Monday's thereafter.

For more information: http://www.advancedfictionwriting.com/info/clean_act.php

Allison Bottke's debut novel featured a boomer babe named Dee Decker. Released from Bethany House in June 2006, *A Stitch in Time* has been well received within both the CBA and ABA markets. *One Little Secret* is Bottke's second novel and features Ursula Rhoades, another boomer babe lead character. Also from Bethany House, *One Little Secret* will release in June 2007. Bottke's fiction has been hailed as "*Contemporary women's fiction with an attitude.*"

For more information: www.boomerbabesrock.com

Loving Life Radio will feature a streaming audio interview with Allison Bottke on January 9th at 8pm EST and on January 10th at 2pm EST. Conducted by host, Jane Carroll, the interview focusing on Bottke's debut novel: *A Stitch in Time* will be available in the archives 24/7 thereafter. **For more information:** www.lovingliferadioshow.com

Allison Bottke is the **Featured Member of the Month** at the **NABBW—National Association of Baby Boomer Women**, the #1 site for baby boomer women on all search engines, as mentioned in Time Magazine, AARP Bulletin and others.

For more information: <http://www.NABBW.com>

Boomer Babes Rock! is the **Featured Site of the Month** at **Boomer Women Speak**, the sister site of the **National Association of Baby Boomer Women**.

For more information: <http://www.boomerwomenspeak.com/index.php>

Premiering in January 2007 is www.AllisonBottke.com the new web site for the Founder of both **God Allows U-Turns** and **Boomer Babes Rock!** and has been developed as a portal site to all aspects of Bottke's multiple entrepreneurial ventures.

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