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**STATE COLLEGE SENIOR COUPLE CREATES DATING WEBSITE FOR
BOOMERS**

New coaching feature added to website

STATE COLLEGE, PA - State College senior residents Bob and Elaine Rodino do not let their age stop them from reinventing the online dating scene for singles over the age of 50. 50PlusConnects.com helps boomers find the relationship they are looking for in that stage of their life with a variety of personalized services, like their new coaching program.

Elaine, a licensed psychologist for over 30 years, describes 50PlusConnects as a “boutique website.” Unlike Match.com or other large dating networks, Bob and Elaine are not focused on numbers, but helping their members find the relationships they are looking for in that stage of their life.

“We’re people doing this. We’re not a corporation,” Elaine said.

The couple recognizes that some boomers just want someone to get coffee with or travel the world with without any romantic attachments, so they offer the option to just search for companions or friends.

“It starts with an awareness that at this age range, many of them are widowed or recently divorced. They’ve been out of the dating life for many years. The last time they have dated may have been 20-30 years before, and they’re very nervous about doing it,” Elaine added.

In the next month the site is introducing new, personalized coaching services to guide members through the potentially intimidating world of online dating. From helping members choose their profile picture to giving ideas for a first date, the coaching program gives members the guidance and support needed to begin the search for a romantic partner or companion.

Clients are able to personally select the coach they feel most comfortable speaking with. All listed coaches have recent experience with date coaching, tailor their services to a client’s specific needs and are willing to work with clients at their convenience.

The concept for 50PlusConnects began as a business venture in January 2012. After doing research on senior housing for his urban planning profession, Bob became increasingly aware of the “silver tsunami” and aging boomer population sweeping the nation. The couple decided there was an opportunity to create a business centered around this age group and its growing needs.

Elaine was also able to integrate her psychology doctorate and knowledge about relationships into the business. These factors combined with the Internet eventually gave way to 50PlusConnects.

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Recognizing the unique needs of persons 50 and over, 50PlusConnects provides web-based services to single boomers and seniors to facilitate dating, companionship, travel and house sharing. 50PlusConnects provides professional live date coaching, professional written articles, professional relationship advice, and other resource material relevant to this unique population. The company is comprised of 12 owners, with 4 managing partners. The site currently has about 1,200 active members from the Pennsylvania, New Jersey, New York, California, and South Florida areas. For more information please visit: www.50PlusConnects.com