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**FOR MORE INFORMATION**

Kathleen Logan 850-934-8056

Betsy Smith 919-521-4734

## ***Second Blooming for Women Wins National Media Award***

*Pensacola Authors Receive Merit Award from Mature Market Resource Center*

**Pensacola, FL, July 27, 2010** - *Second Blooming for Women: Growing a Life That Matters After Fifty*, written by Kathleen Vestal Logan and E.L. (Betsy) Smith, Ph.D., is a Merit Award winner in the 19<sup>th</sup> annual National Mature Media Awards Program, which annually recognizes the nation's finest advertising, marketing and educational materials designed and produced for older adults. The program is presented by the Mature Market Resource Center and monitors the latest trends in the over-50 market.

“We were delighted to take part in the Mature Media Awards Program this year, and were honored to be selected as a winner,” says Kathleen, a nationally known writer and speaker on topics such as women's and military family issues. “It's exciting to see the book flourish in such a short time.”

Nearly 1,000 entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity, and relevance to the senior market. *Second Blooming for Women* was chosen as a winner from this select group. *Second Blooming for Women* was written to help women over 50 through transformative periods and includes purposeful tactics and exercises that can be used in solo or group settings.

“This is a wonderful time for people over fifty to embrace and reinvent their life,” says Betsy, a well-known speaker and facilitator and founder of E. L. Smith Consulting. “We are thrilled to be a part of such an important movement.”

The book can be purchased online and at major bookstores. It is also available at [www.secondbloomingforwomen.com](http://www.secondbloomingforwomen.com). In addition to the book, Kathleen and Betsy provide speeches, seminars and workshops for organizations and businesses throughout the country. Topics and availability are listed on the Second Blooming for Women website.

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