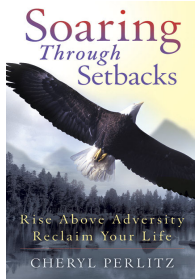


For Immediate Release
Chicago, Illinois

contact: Tom Marquardt
131 Rutgers Ct
Glenview, IL 60026
847-562-8933 cell 847-609-8032

Dating AGAIN after 50

How to deal with reentry into the fast moving every changing single's world



Soaring Through Setbacks...
Rise Above Adversity...Reclaim Your Life
***A book about dealing with grief, career changes
and other major transitions***

Cheryl Perlitz
author/ speaker/ facilitator

With over 50% of marriages ending in divorce, and 8.6 deaths per 1000 people per year, many of us are dealing with major loss or know someone else who is. The loss of a spouse to death or divorce leads to the painful transition from the couples' world to the singles world.

Life change and survival expert, Cheryl Perlitz had to deal with that transition. After 29 years of marriage, Cheryl lost her husband suddenly, and was forced to live the life of a single. She had to shift her thinking from 'how to maintain intimacy in a long term marriage', to 'how to find someone to talk to'. Dating in a world that had moved rapidly ahead without her was a real shift in thinking.

Cheryl was a member of the pre-baby boomer generation. Times had surely changed:

- When in the old days, sex before marriage was verboten, today sex is the determining factor of compatibility.
- In the early 60's when a woman initiated a phone call she was considered 'forward' and 'loose', today it's the women who often make the first move.
- When in the old days, we jumped into marriage if it felt right, today couples delay marriage until they've tested it out first.
- In the old days, the men paid for everything, picked you up at the door, and opened the car door, today you meet at your destination and let yourself in and out.

- In the 60's it was unheard of to date someone much older or younger, today the trophy partner sounds pretty good

Finding your way in this new generation of dating is challenging and enlightening. Here are some survival tips to help you to deal with dating after 50.

1. **START WITH THE RIGHT ATTITUDE**
Don't go into dating in hot pursuit of a partner. Finding a partner only happens when you least expect it AND when you are ready.
2. **PROTECT YOURSELF** and have an escape route. Let a friend know who you are with and where you are going. If you are going out with a stranger, have cab money, a place to take a cab to, a cell phone, and someone to call.
3. **BE A LISTENER** not a talker. Ask interesting questions and be prepared for interesting answers. Observe body language, eating and drinking habits. Use eye contact to look into them (not at them). Then let your instincts tell you what they are really like.
4. **BEWARE OF THE LIAR.** People lie, especially on the internet. Perhaps they want to be a little nicer looking, a little thinner, a little younger or a little more available. It's OK if they fudge slightly, but make sure you meet them before you get too involved. Cutting many years off their age or many pounds off their body tells you that they are uncomfortable in their own skin.
5. **BE REAL** and dress like yourself, to show them the real you: Be interested in finding out what makes them tick (because it could be interesting), Be a little vulnerable (because you are), Be in control (but not controlling).
6. **WATCH YOUR EXPECTATIONS.** When someone says they will give you a call, don't expect it. People often say that to make the exit easier. Be pleasantly surprised if it actually happens. Cat and mouse games are part of the process, but get tiring. Protect your emotions with realistic expectations.
7. **BE CURRENT.** Many of the old rules are outdated. We can call a man if we feel like it now. We can pursue them if they need a little nudge. We can do other things we taught our children NOT to do before marriage and it's OK as long as we aren't hurting anyone.
8. **BE LIBERATED FINANCIALLY.** Women know that they are equal to men. Men are pretty happy about that too, especially when it comes to finances. Although in the old days the men did all the paying, in this day and age it just isn't realistic. It's great to be in charge of your own financial life. That means we can share control, AND have freedom, space and independence.
9. **DON'T CARRY TOO HEAVY A LOAD.** By 50 EVERYONE has baggage: some have never been married and have trouble with relationships, some have been dumped or have been the dumper. Some have lost a love through death. All these and other life changing experiences leave us in some way 'hurt'. Carrying our own baggage around is hard enough. I don't relish lugging someone else's too. Make sure that the baggage someone else carries doesn't weigh you down.

10. KNOW YOUR BOUNDARIES. OK, the sex thing. Beware of the partner who wants to get into an intimate, sexual relationship too fast. It forces us to skip the friendship stage. I know we are all in search of physical connection - it feels so good, and helps us feel better about ourselves. However, there is a fine line between sex and relationship. A relationship based only on sex doesn't work long term.

Cheryl Perlitz is the author of the inspirational book "Soaring Through Setbacks - Rise above adversity - Reclaim your life". As a dynamic speaker and facilitator, her inspiring, fun and motivational stories help listeners and readers to "TRANSFORM THEIR MOUNTAINS INTO OPPORTUNITIES FOR ADVENTURE AND POSITIVE CHANGE."

Cheryl is not a therapist, or medical doctor. She does not have a PHD or an advanced degree in psychological theory. She is a regular person, like most of us. She is a sought after talk show guest because of her easy casual style, her ability to tell wonderful stories that the listeners and readers can relate to, and her understanding and compassion for others.

TO BOOK AN INTERVIEW CALL:
847-510-5919 CELL 847-609-8032
Or e-mail: cheryl@soarwithme.com
CHERYL IS AVAILABLE FOR LAST MINUTE INTERVIEWS

####

Interview questions:

What was your experience entering the dating world?

How do you find functional and available mates?

How long did it take you to be comfortable dating?

How do you determine what your boundaries are?

You say, 'be current' how can you do that when it's contrary to everything we learned when we were dating before?

How do you tell someone they are moving too fast, without losing them?

The financial part of dating is hard. What should I expect a date to pay for?