

media kit

TRUE JOY *for the* RETIRED

A HOLISTIC APPROACH TO SPREADING
THE LOVE TO OUR FORGOTTEN ELDERLY



PAULINA KAY

THE BOOK

DESCRIPTION

This is the time to elevate and listen to our elders. Young and old, we all are strongly interconnected. We need each other more than ever and I want to show you that there are many exciting ways we all can deeply connect with our elders. Enjoyment is important in every aspect of life and not many elderly can say that they enjoyed today.

We all have the duty shift, part and forge together communities where we can use and greatly benefit from our elders' support and wisdom. We all will grow old by nature, and reaching a mature age should be nothing but an episode of celebration and with a stronger presence in society and communities. Elderhood is a time to enjoy life and live it to the fullest.

Isn't it great that we all can enthusiastically look forward to aging?

LEARN HOW...

We all can enthusiastically look forward to aging. How older people can play a bigger role in our life and Society. I have stories that will inspire you to help you connect with our elders & how we all can take advantage of their wisdom. There are many ways each of us can participate in this new cultural path of creating enriching communities where elderhood is nurtured.

“Ignoring our elders is also ignoring an important part of our true selves.”

- Paulina Kay

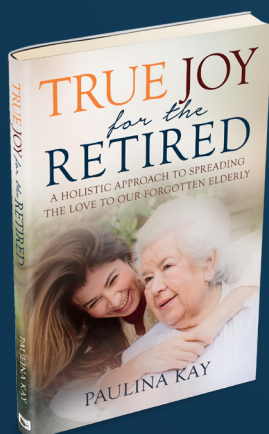


THE BOOK

UNCOVER IN THESE PAGES...

Elders are a very valuable resource to enriching our communities and we should take advantage of that.

- Don't worry about getting old.
- Why elders are a great resource of experience and knowledge to our communities.
- What we can learn from other cultures about embracing the aging process.
- The importance of listening to our elders.
- What is preventing us from showing affection to the elders in our life.
- Why children and elderly benefit from close relationship.
- How to encourage relationship building between generations.
- How to tap into our elders' wisdom.
- How to play an active role in engaging with our elders.
- Why the elderly can bring more humanity to our culture, which is in decline.



“Our elderly can bring more humanity to our culture in decline.”

- Paulina Kay



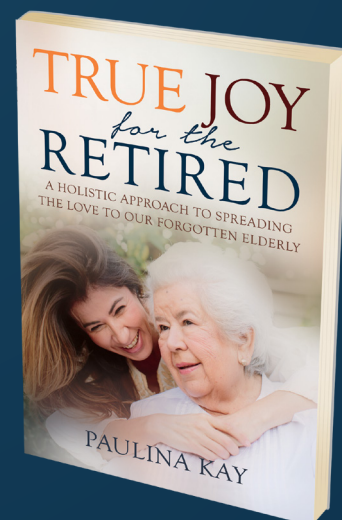
THE AUTHOR

Paulina Kay is a former corporate communications and public relations professional who has transitioned from translating corporate stories to telling the stories of the virtuous in Old Age. While taking time off for her family, she went through very difficult times that propelled her to an internal growth transformation that led her to reclaim her love for the elderly. She knew she didn't want to return to corporate communications and she'd been preparing to what had always been her passion of the importance of transgenerational relationships in modern times.

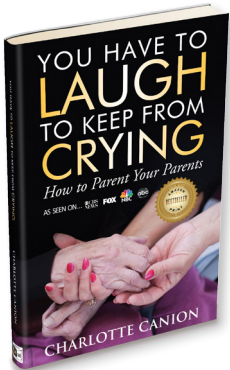
Growing up in Mexico, with an older father, she was very close to her grandmother. She taught her that inclusion is so important and that the loneliness and separation that are so endemic with our elderly is heartbreaking. Today, we may have the best technology for taking care of our elders, yet the most important and often ignored aspect of their wellbeing is the care of those hearts growing old. For this reason, she decided to craft this book and communicate the knowledge that aging can be beautiful to them, and that they can relax and fully enjoy these golden years. This book is also her way of sharing her own personal stories of the different elders that have greatly enriched her life. She is optimistic that this would inspire many to reach out and connect with the older people in their lives.

In addition to the book, and out of her own experience taking her children to visit nursing home residents, she founded Tender Hearts, a community-based initiative that connects schools and nursing homes using a visitation and activities model, thus creating a bond made of deep sentiment of respect and values in our children toward our Seniors.

She strongly believes that elders need to play productive and active roles in our communities in many ways, and in this book, she would share a host of budding and ground-gaining programs aimed at connecting and supporting the elderly. It would be amazing that we all can be part of creating these new communities - young and all.

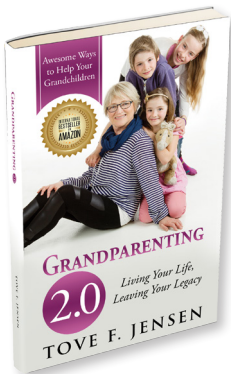


TESTIMONIALS



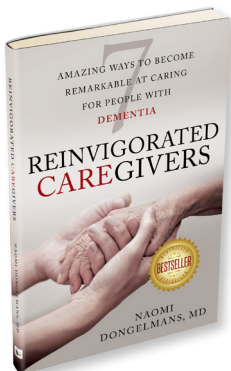
“True Joy for the Retired will create more meaning and help build deeper connections with our elderly.”

—Charlotte Canion, author of *You Have to Laugh to Keep from Crying*



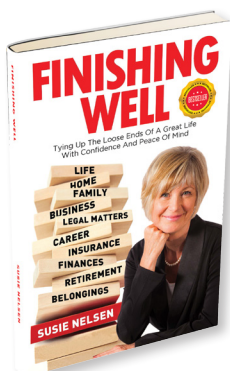
“That no matter how old we are, we can find the love and the affection we never had before. There are a lot of people that care for seniors and they all want to connect with them.”

—Tove F. Jensen, author of *Grandparenting 2.0*



“Anyone who’s tired of strained relationships and wants to discover the importance of connecting with an elderly or older adult in their life and feel at peace. A must read for anyone who really wants to bring more love and meaning to their lives.”

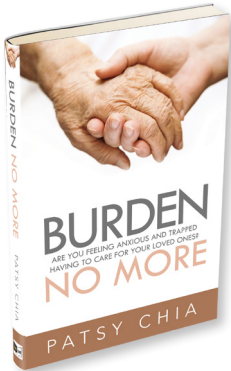
—Naomi Dongelmans, MD, author of *Reinvigorated Caregivers*



“True Joy for the Retired is a powerful and practical advise to create deeper connections with the older people around us for a happier and more successful life.”

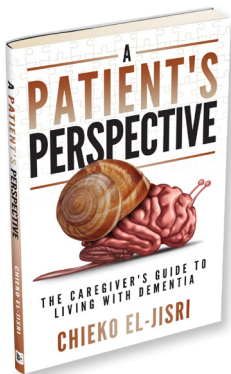
—Susie Nelsen, author of *Finishing Well*

TESTIMONIALS



“This is an incredible tool that would help adults finally break the long struggle of guilt and resentment toward their elderly parents and be able to receive the affection and appreciation they never had before.”

—**Patsy Chia**, author of *Burden No More*



“In no other time in history, older adults are feeling an aching need and longing to feel connected and appreciated. This book brings, with excellence, inspiring and heartwarming words of encouragement toward this important period of time that will help them connect with the people in their life and embrace aging with more peace.”

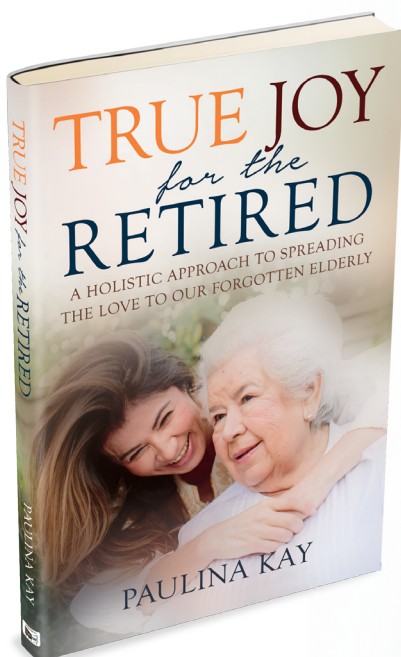
—**Chieko El-Jisri**, author of *A Patient's Perspective*

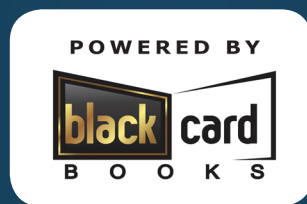
“I found *True Joy* a unique contribution in the rapidly growing genre of writings about an empowering role for elders in today’s world. This is a highly personal book written by a woman who clearly has a deep love for elders, stemming from her upbringing in a culture that honored, learned from, and cared for, its older adults. In addition to her book being an inspiring reminder of what elders have to contribute if given the opportunity to do so, it is unique in its focus on what they need to thrive. Illustrated by sweet stories from the author’s years of work providing caregiving for older adults, *True Joy* contains touching chapters on their need for touch, affection, mutually life-giving interaction with children, and open hearted, presence-infused connection with others. I found it a joy to read *True Joy*.”

—**Ron Pevny**, Founding Director of the Center for Conscious Eldering and author of *Conscious Living, Conscious Aging: embrace and savor your next chapter*

BOOK INFO

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