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### **Talk Show Coming to Grand Rapids Market Aims to Help Improve Lives**

*Despite study by the U.S. Administration on Aging showing increased health and financial problems for older Americans, quality of life can be improved at any age with simple habits.*

**Lansing, Mich.** – The prospects of aging may seem dire to some, but a mid-Michigan company, Boomers Rock Media, LLC, thinks it can help a lot of people increase the quality of their life as they grow older. Tom Matt, founder of Boomers Rock and host of the radio talk show, has interviewed experts on quality of life issues for the past five years, and he now expands into the Grand Rapids, Mich. market in an effort to share his message with a larger audience on WJRW 1340 AM. Matt points to a recent U.S. Department of Health and Human Services report from the Administration on Aging, "A Profile of Older Americans: 2012" to underscore the impact of physical, mental, and financial health on an individual's quality of life. Older Americans are increasingly heavier, poorer, and in greater need of health care as they approach what used to be known as their golden years. Many see aging as a bunch of problems waiting to happen, but that does not have to be the case at all.

"Growing older can be a very positive time," said Tom Matt, who earned his bachelor's degree at age 49, and then a master's at 51. "A few simple habits around movement, nutrition, and proper rest are the building blocks for a better life."

Matt, author of four books on health and quality of life, has been interviewing experts on fitness, exercise, nutrition, and mental health, for the past five years and podcasting the discussions to share the knowledge with those who might benefit. "Once you make the connection between increased activity, better eating habits, and a positive mental attitude, you can improve your own life. Being able to afford health care is great, but it's even better to avoid the need.



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And for a lot of us, we can improve our health, sharpen our minds, and feel great doing it. The effects are noticeable every day. Over time, you truly improve the quality of your life."

Matt also emphasizes that growing older opens up possibilities. "We learn so much those first 40 years or so, about how the world works, about ourselves, and about the people in our lives. If your kids are starting to leave the nest, it's truly a great opportunity to re-discover your own passions, and have some fun. Whether it's about dancing, starting a business, or traveling, the world needs what we all have to offer. Taking care of ourselves makes it possible, and also can ward off some of the typical problems. I hear similar things from so many of the experts we interview, that people can lead vibrant, interesting lives well into their eighties or beyond if they make a few simple changes in lifestyle."

Matt expanded his podcasting into a radio talk show on WGHN, Grand Haven, in 2014, and won a Michigan Association of Broadcasters Excellence in Broadcasting Award. The show is also broadcast on WJIM in Lansing, as well as other stations on the Michigan Talk Network.

The Boomers Rock Radio Talk Show with Tom Matt will be heard on WJRW, 1340 AM in Grand Rapids on Saturdays at 3 pm, and again on Sundays at 7am.

The interviews can also be heard at Tom's website, [www.boomersrock.us](http://www.boomersrock.us), along with articles, books, and other information about health, fitness, and wellness .