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PRESS RELEASE FOR IMMEDIATE AVAILABILITY

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## **Talk Show Joins Public Radio Lineup to Share Life Improvement Stories with Mid-Michigan Baby Boomers**

*A recent study by the National Institute on Aging underscored the need to understand the impact baby boomers will have on America's economy and culture as the wave of retirees grows in strength.*

**Lansing, Mich.** – Boomers Rock Radio Talk Show, hosted by Tom Matt, can now be heard on WKAR from Michigan State University in East Lansing. The show airs Sundays at 5 p.m. on 94.5 FM and AM 870 in the Capital Region. With this addition to the WKAR line-up, Boomers Rock is now heard on six radio stations across Michigan.

Tom Matt is a Baby Boomer who looks forward to the future as a source of untapped potential, and without the dread some Americans have about growing older. With a small amount of effort, Matt says, "...anyone can improve their life and enjoy every day to its fullest. If you're worried about finances, fitness, nutrition, or your mental health situation, find some help and get busy. America has the greatest resources anywhere and it might be easier than you think to really make a positive impact on yourself."

A recent study by the National Institute on Aging highlighted how lifestyle factors influence older adults' health and physical well-being. Weight, drinking habits, and activity levels all have huge impacts and far-reaching impacts.<sup>1</sup> Matt can attest to this, himself, as he was hospitalized in his mid-forties with a life-threatening condition complicated by his declining fitness and weakened health.

That illness served as a wakeup call, and Tom turned his life around.

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<sup>1</sup> <https://www.nia.nih.gov/health/publication/growing-older-america-health-and-retirement-study/preface>

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Matt founded a company, Boomers Rock Media, LLC, to share what he learned along the way and also advice directly from experts he interviews on his Boomers Rock Radio Talk Show.

“WKAR is happy to bring Boomers Rock to our program line-up,” said Peter Whorf, WKAR Radio Station Manager. “The information that Tom will provide on this show is important to our listeners and covers everything from finances to fitness. We are excited to welcome Boomers Rock to the WKAR family.”

On the show, Matt interviews experts on quality of life issues, such as retirement, real estate, health and fitness, and the psychology of happiness. Now in his sixth season, he has interviewed hundreds of nationally recognized experts.

Along with his life improving changes, Matt earned two advanced degrees as he approached 50 years of age. He also entered and placed in a body building competition before starting Boomers Rock. He has since authored multiple books, sharing what he learned, and writes a weekly column for Healthy and Fit Magazine.

Boomers Rock Radio Talk Show has twice been recognized by the Michigan Association of Broadcasters with their Excellence in Broadcasting award. The show is also available as a podcast on iTunes or directly from his website, [www.BoomersRock.us](http://www.BoomersRock.us).