

It's Tough Choosing the Perfect Gift for the Old Folks Here's One Grandma or Grandpa Will Really Value

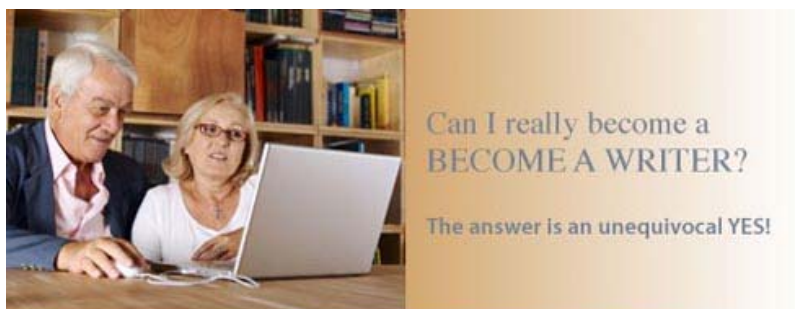


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Press Release Summary: The hardest members of the family to choose a gift for are the Older Folks. Gallup pollsters report that 81% of older Americans long to write a book. Giving them "The Writer Within You," chosen 7 times as one of the Best Books of the Year will help Grandma or Grandpa fulfill that long-cherished dream.



Press Release
Body: Tampa, FL
- An admittedly unscientific survey of 100 shoppers at each of two major shopping malls (Garden State

Plaza in Paramus, NJ and International Mall in Tampa, FL) found that shoppers chose grandma and grandpa as the most difficult family members to choose a gift for.

Most indicated that these older folks had filled all of their physical needs over the course of their lifetimes and required little or no more

as they grew older. For some respondents, a spinster aunt or an older bachelor uncle or brother posed an equally difficult gift choice.

Among the most popular gifts selected were an interesting book or a very personal memento like a photograph of grandkids or an evening out for dinner with members of the immediate family. The choice of a book was not surprising since several national polls have indicated that books are among the top five preferred gifts this year.

Combining that statistic with the finding by the Gallup Polling Organization that 81% of mature American adults actually dream of writing a book, *The Writer Within You* becomes a perfect gift for grandparents.

The book is subtitled *A Step-by-Step Guide to Writing and Publishing in Your Retirement Years*. This latest work by author Charles Jacobs has been selected as one of the Best Books of the Year by seven prestigious publishing groups, including ForeWord Magazine, USABookNews and Indie Awards. It is published by Caros Books of Woodcliff Lake, NJ.

Readers are shown how to write and move their thoughts into print, whether in a memoir for the family or a how-to book based on the knowledge they gained during their active work careers or the skills they attained as hobbyists. The book also covers the basics of writing and publishing a novel and several other genres. It has been hailed in numerous five-star reviews for both its clear instruction and the lengthy list of resources provided in the appendix to help novice writers.

The Writer Within You is available at all bookstores, including Amazon, B&N and Borders.com or on the web at www.retireandwrite.com.

More information and photos of the book cover and the author are available for the press on the Press Room page of Jacobs' web site www.retirement-writing.com.

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