



AgingTopic First to Target Comprehensive Trends and News for Seniors using Humorous Blogs

Unprecedented growth of US Senior population reveals vital need for website covering relevant news and trends using warmer approach and engagement.

ATLANTA, GEORGIA, UNITED STATES, January 6, 2021 /EINPresswire.com/ -- Unprecedented growth of the US Senior population proves they will outnumber children by 2035. Demand has spiked for websites covering current Senior trends & news with humor playing an important role. Pandemic isolation has created an urgent need for the warmer approach offered by [AgingTopic.com](https://agingtopic.com)

A product of the COVID-19 shutdown, this website from founder Amy Cates Lance plans to meet the needs of Seniors nationwide. March, 2020 provided a brief window of time for her to make a plan of attack and work with a website development team to create the site, launched in September of 2020. Within the first week it gained over 1,000 subscribers and continues to grow as a comprehensive aggregator of existing sites and articles, each introduced with a witty blog as a teaser for the information referenced.

Although based in Atlanta, Georgia, the content is geared toward a national audience with requests for readers to share the website with any Seniors they know anywhere in the country. The Census Bureau states by 2040 one in five people will be 65 years or older, topping 80 million Americans. As of 2019 Seniors had already eclipsed 17% of our population

Amy Cates Lance, 54, said: "Surrounded by many Seniors who were my real estate clients, along with Seniors in my family and networking circles, it was clear from multiple conversations that most Internet websites offer only silos of information for Seniors' interests and needs. Therefore the need for a comprehensive, unique website in a brief blog format with witty teasers" because as a friend of Lance shared.. "the older a person gets, sometimes the harder it is to find a sense of humor!" These words resonated with Lance's desire to offer more than just an aggregator of news and current trends. This fresh approach is working too, with the help of the AgingTopic team of bloggers who research the internet and offer their sense of humor.

Using this site as a way to present current information with a personal touch is a vital key to connecting with Seniors of all ages. The pandemic led to depressing isolation for many older Seniors (75 and older), and true anxiety for those younger Seniors (60 and older) whose parents

are struggling with the risk and dramatic lock-down as a result. The trends and news covered in this site are critical for both the aging parents and their adult children who are now entering this stage. Understanding the differences among options from Aging in Place to Continuing Care Retirement Communities and other choices is increasingly important, and to a large degree an unmet need. Content about new advances in facility trends, especially post pandemic, as well as recent medical developments and health and wellness in areas most relevant to Seniors, is being met with great enthusiasm.

Moving forward, the website will incorporate human interest content from our readers in the form of a guest blog covering topics from companion animal stories to fun, artistic competitions following the category of "What Improves with Age?". Analytics show AgingTopic which blogs/categories are most popular, thus enabling a way to fine tune ongoing blogs. Contact Amy Lance AgingTopic.com 404-550-2608 info@agingtopic.com

Note to Editor: Source for statistics [HERE](#)

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