



TURNING SMART GIRLS GOLDEN

FOR IMMEDIATE RELEASE

**Golden Girl Finance welcomes renowned elder care visionary, Dr. Marion Somers, as content contributor and resident expert**

**TORONTO, April 28, 2011** - Golden Girl Finance Inc. ([www.goldengirlfinance.ca](http://www.goldengirlfinance.ca)), Canada's most innovative and modern source for online financial literacy - with a feminine spin - is pleased to announce its latest 'Ask the Expert' content contributor, elder care specialist and thought leader Dr. Marion Somers, Ph.D. ([www.drmarion.com](http://www.drmarion.com)).

Dr. Marion – as she is referred to by her loyal following across North America - has more than 40 years of experience as a geriatric care manager and caregiver, and as an author, speaker and teacher regarding elder care and other elder issues. With the senior generation living longer than ever before, Dr. Marion believes we are on the verge of an “elder care tsunami.” After decades of working directly with seniors and their caregivers, Dr. Marion launched a public effort to provide practical tools, solutions and advice to those struggling with caring for our aging population. She is the author of “Elder Care Made Easier: Doctor Marion's 10 Steps to Help You Care for an Aging Loved One” and creator of two iPhone apps: Elder411 and Elder911.

In aligning with Dr. Marion, Golden Girl Finance is joining other industry leaders who recognize Dr. Marion's authoritative voice on elder issues, including The TODAY Show, Good Morning America Now, The New York Times, USA Today, Prevention magazine, and Woman's World, among many others.

“As members of the ‘sandwich generation’ caring for both parents and children, many of our readers face very difficult emotional and financial challenges and decisions surrounding caregiving,” said Laura J. McDonald, founder of Golden Girl Finance. Echoed co-founder Susan L. Misner: “All too often, women bear the economic burden of caring for elderly parents and in-laws, and yet they do so willingly and with great love and compassion. We wanted to help them through this journey by bringing Dr. Marion's highly valuable expertise to the discussion. She is truly a thought leader in this field.”

“The need to care for an aging parent creates unique and intensive demands of our time, our emotions, and our finances,” said Dr. Marion. “It is my goal to make sure no one goes through it alone. I'm thrilled to have an opportunity to work with a trusted resource like Golden Girl Finance to provide much-needed guidance and support for the thousands of people facing these challenges each day.”

## **About Golden Girl Finance**

Golden Girl Finance believes that every girl needs a financial best friend. Having launched in July 2010, GoldenGirlFinance.ca has quickly become the most fun, fresh, and thoroughly modern online financial resource for women in Canada today. Born out of the notion that too many smart women let their financial situation be ignored, swept under the rug, or dictated by others, the goal of Golden Girl Finance has been to rebrand finance with a feminine spin to engage women of all ages to take a greater interest – and play a greater role – in those financial issues that affect their everyday lives and financial futures. It is about wealth creation, wealth management, and financial protection as it relates to women personally and to their families. And it's all done online via a content rich website and valuable weekly email campaigns, acting as an agent of leverage for women's very busy lives.

For more info: [www.goldengirlfinance.ca](http://www.goldengirlfinance.ca)

## **About Dr. Marion**

A recognized visionary and thought leader in the elder field, Dr. Marion (Marion Somers, Ph.D.) has over 40 years of experience as a geriatric care manager, caregiver, author, speaker, and teacher of all things elder and eldercare.

As more than 8,000 baby boomers turn 60 each day, many find themselves caring for an older relative or loved one – while balancing their own retirement, health, and aging concerns. With the senior generation living longer than ever before, Dr. Marion believes we are on the verge of an “elder care tsunami.” Her proven advice and support can help caregivers address the challenges they face as they care for their aging parents, spouses and loved ones.

After decades of working directly with seniors and their caregivers, Dr. Marion launched a public effort to provide practical tools, solutions, and advice to those struggling to care for our aging population. She has helped millions of Americans through her book, "Elder Care Made Easier: Doctor Marion's 10 Steps to Help You Care for an Aging Loved One," and her web site, [www.drmarion.com](http://www.drmarion.com), as well as cross-country speaking tours, a syndicated column, national media appearances, and more.

Dr. Marion recently launched two iPhone apps, Elder 411 ([www.elder411.net](http://www.elder411.net)) and Elder 911 ([www.elder911.net](http://www.elder911.net)), to help caregivers gain instant access to critical caregiving advice directly from their mobile iPhones. She is currently working on a series of elder care technologies and software designed to better educate and empower America's elders and their caregivers.

Golden Girl Finance Media Contact: Laura McDonald  
Co-Founder & Director of Content  
204.415.0479  
[lauram@goldengirlfinance.ca](mailto:lauram@goldengirlfinance.ca)