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## New Tech Books Help People 50+ Get Tech-Savvy

### Que Publishing and AARP Release First Four Books of Series

**Indianapolis, Ind.** – AARP is teaming up with **Que Publishing**, a division of **Pearson**, to help those 50+ learn how to use technology, including smartphones, tablets, computers, and social media. Que and AARP are developing new products within Que's popular "My for Seniors" book series.

The effort is being launched with four new titles: *My iPhone for Seniors*, *My Samsung Galaxy S5 for Seniors*, *My iPad for Seniors*, and *My Facebook for Seniors* (available for pre-order). These beginner-to-intermediate-level books and eBooks incorporate large, full-color photos; a larger font; and easy-to-use, step-by-step instructions.

"Learning technology at 50+ should not be an intimidating experience," said Greg Wiegand, Que Publishing's Editor-in-Chief. "Que Publishing and AARP share a passion for fostering self-confidence in learners and helping them enjoy using technology for fun, connecting with friends and family, and for work."

"While many seniors are embracing technology, AARP is committed to helping an estimated 35 million people 50 and older who are tech-shy become tech-savvy," said AARP's Chief Information Officer Terry Bradwell. "The 'My for Seniors' products will help the 50+ community embrace technology that will help them stay connected in a world that relies more and more on digital technology to live your best life."

The books from Que and AARP are available at online retailers and bookstores globally. The AARP community will be eligible for a 40% discount on the new books when purchased at [www.quepublishing.com/aarpbooks](http://www.quepublishing.com/aarpbooks). To learn more, visit [www.aarp.org/tekbooks](http://www.aarp.org/tekbooks).

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#### **About Pearson**

Pearson is the world's leading learning company, with 40,000 employees in more than 80 countries working to help people of all ages to make measurable progress in their lives through learning. For more information about Pearson, visit [www.pearson.com](http://www.pearson.com).

Que Publishing ([www.quepublishing.com](http://www.quepublishing.com)) is part of the Pearson Technology Group (PTG), which is the world's largest publisher of books, eBooks, video, software, and courseware learning products for technical and creative professionals, computer users and business professionals. Other PTG publishing imprints include, Addison-Wesley Professional, Adobe Press, Cisco Press, IBM Press, FT Press, Peachpit Press, Pearson IT Certification, Prentice Hall Professional, Sams, VMware Press and official distributor for Microsoft Press.

#### **About AARP**


AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces *AARP The Magazine*, the world's largest circulation magazine; *AARP Bulletin*; [www.aarp.org](http://www.aarp.org); AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).

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