

- PRESS
- Press Releases

## Gen-X Women Find New Gal Pal in "The Girlfriend," AARP's Newest E-Newsletter

Features and videos will keep women, 40-plus, up-to-date and in-the-know



**WASHINGTON, DC**—AARP announced today the launch of “The Girlfriend,” a new digital publication for Gen-X women. The weekly newsletter features timely, useful and entertaining content for today’s 40-plus woman.

Each Thursday, the Girlfriend will bring readers features about health, relationships, money, work, lifestyle and pop culture delivered directly to a subscriber’s inbox. The newsletter also features a frank and revealing Girlfriend-to-Girlfriend video about the realities of women’s lives today.

“We created The Girlfriend for the witty and wise 40-plus woman because we saw a gap in communication to this group. We think The Girlfriend is the perfect way to fill the void,” said Myrna Blyth, Senior Vice President and Editorial Director, AARP Media.

“With this newsletter, we wanted to talk to women like ourselves and tackle real life issues, with our readers, like their actual girlfriends would,” said Editor In Chief Shelley Emling.

*What You’ll Find Inside:*

**The Girlfriend Guide:** Get the rundown on the hottest health, beauty and style trends, from microblading to bullet journaling in the weekly Girlfriend Guide.

**Timely Articles:** From Game of Thrones updates to parenting tips, The Girlfriend’s sassy, savvy articles will inform and amuse.

**My True Confessions Videos:** Watch Girlfriends share secrets every week. They tell you about a personal crisis and how they coped—and prevailed.

**Girlfriend Quizzes:** Are you a Kate or a Diana? Who’s your celebrity BFF? Learn something new about yourself and your girlfriends, every week.

The Girlfriend is the weekly newsletter for women age 40 plus. For more info and to join the sisterhood, visit [www.thegirlfriend.com](http://www.thegirlfriend.com)

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### **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' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP*

*produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.*

**For further information: Eden Godbee, (202) 434-2687, [egodbee@aarp.org](mailto:egodbee@aarp.org)**

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