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AARP Launches Sisters from AARP Digital Newsletter Celebrating Gen-X and Baby Boomer African American Women

WASHINGTON, DC—AARP today is launching “Sisters from AARP,” a new digital newsletter celebrating Gen-X and Baby Boomer African American women. The weekly newsletter, reaching subscribers every Tuesday, features entertaining, informative and inspirational content created for black women by black women.

“Sisters from AARP is created specifically for Gen X and Boomer black women to offer fashion, health, career, and relationship advice in a fun, relatable voice that speaks to them,” said Myrna Blyth, Senior Vice President and Editorial Director, AARP Media.

“Our writers and social media team members are opening a space where we black women can share real talk and advice about what matters to us,” said Editor In Chief Claire McIntosh.

“This is a meaningful milestone in AARP’s continuing commitment to authentically, intentionally engage and support diverse audiences,” said Edna Kane Williams, Senior Vice President, Multicultural Leadership. “African American women are thirsting for information about how to live our best lives. AARP is committed to being that go-to resource.”

The Sisters from AARP newsletter will include :

Culture, Beauty, Health Info: Featured stories cover everything from strategies to maintain the ageless allure black women pride themselves on; to a writer’s triumph over stubborn pounds after she uncovered reasons midlife weight loss is harder; to a surprisingly personal look at the connection between sisterhood and mental health.

Current Trends/Travel: Read Sisters from AARP to learn the hottest upcoming events, festivals and shows. City guides feature tips from local black influencers.

Playlists: Sisters from AARP celebrates Hip Hop’s 45th anniversary with 45 dope and danceable tracks.

Career/Money Advice: Articles like “How to Get Paid Like a White Dude” can spark a conversation for career advancement. Subscribers can also learn how to find the side hustle that’s right for them.

For more information, visit <https://www.sistersletter.com/>.

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About AARP

AARP is the nation’s largest nonprofit, nonpartisan organization dedicated to empowering people 50 and older to choose how they live as they age. With a nationwide presence and nearly 38 million members, AARP strengthens communities and advocates for what matters most to families: health security, financial stability and personal fulfillment. AARP also produces the nation’s largest circulation publications: AARP The Magazine and AARP Bulletin. To learn more, visit www.aarp.org or follow @AARP and @AARPadvocates on social media.

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