

Be brave. Lose the beige.

BBLB is a blog I've been writing since 2009 with a focus principally on creative living. My target audience is Lady Boomers, women of the Baby Boomer generation (of which I'm most definitely one).

I'm working on a book entitled, *Be Brave. Lose the Beige: A "Coloring" Book for Living Outside the Lines*. Baby Boomer women have lived a significant percentage of their adult years within very prescribed "lines". As Lady Boomers face the prospect of retirement or transition into another chapter of life, I'm hoping *Be Brave. Lose The Beige* can serve as a guide for helping women to begin living outside some of those lines. I do encourage Baby Boomer women to exercise their creativity.

As adults we have come to recognize the validity of exercising our bodies. Working out at the Y, power walking, skiing or swimming contributes to our health and wellbeing. (There is even a book entitled, "Younger Next Year" which promotes daily exercise as a ticket to the Fountain of Youth) Further, exercising our minds is a value our society promotes. We take classes, read literature and news magazines, do crossword puzzles or Sudoku. But somehow once we get past the age of ten we generally start paying less attention to our creative muscles. And, just like our physical muscles that fail to be engaged, so can our creative muscles begin to atrophy. So BBLB encourages Lady Boomers engage their creative muscles.

My monthly newsletters offer tips for Living In Color in our daily lives.