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Boomerater.com Launches Online Peer To Peer Advice Network To Help Baby Boomers Make Everyday And Life Decisions

Website lets Boomers tap into the collective wisdom of their generation to make informed choices

New York, NY (Oct. 28, 2008) - **BOOMERS KNOW BEST!** This is the premise behind Boomerater.com – a new website launched in public beta today where Baby Boomers exchange advice and first-hand knowledge to help make informed everyday and life decisions. The free site covers everything from creative vacation ideas and great shopping buys, to career, financial and relocation tips, with all advice contributed exclusively by Boomers for Boomers.

Boomerater co-founder, Rami Weiss, 28, conceived of the site after watching his in-laws struggle to get recommendations on suitable assisted-living options for their aging parents. “The web offers a huge number of sites for my generation to exchange advice and ideas, but it is extremely lacking in sites where Boomers can do the same,” said Weiss. “Boomerater fills this gap; it’s a simple, easy-to-use resource where Boomers’ first-hand knowledge and interests drive the discussion – not self-proclaimed ‘experts’ who believe they know what Boomers want.”

“Boomers lead busy lives and face many challenges, having to make decisions not only for their own lives, but also for their children, grandchildren and parents,” said co-founder Leigh Bolton, 55, who brings the Boomer perspective to the venture. “Boomerater is not a social network where the focus is on making friends – rather it’s an online community to learn from others who have already dealt with similar situations.”

[Boomerater](http://Boomerater.com) consists of forums where Boomers ask questions and impart advice on any topic and specialized sections that assist Boomers through the process of making specific decisions. Specialized sections featured on Boomerater include:

- [Find a financial advisor](#): Boomers can explore a database of over 3,500 advisors and see which ones other Boomers recommend.
- [Search for vacation ideas](#): Boomers can discover great ideas for their next vacation by reading reviews about the travels of other Boomers.
- [Find the perfect place to live](#): Boomers can research more than 25,000 different places to relocate or retire and read how different towns have been rated.
- [Search for recommended shopping products](#): Boomers can find products recommended by other Boomeraters in themes such as “Gadgets & Gizmos” and “Fit for Life”

Research clearly demonstrates that Boomers rely heavily on recommendations from others when making decisions. A recent survey of Boomers published by JWT *BOOM* found that 93% percent of respondents were very or somewhat likely to share product information or news with friends. Boomerater.com facilitates this exchange of information – it is *the* destination for Boomers to share first-hand knowledge and advice.

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