



**Did You Know...**

**Why women at 90 are the new cool?**

*By Susan Baka, President*

I have come across a number of articles recently pointing out that the average life expectancy for women is increasing. It now stands at 81 years, compared to 73 for men, with about two thirds of Canadians over 80 currently being women. In fact, it's projected that 33% of baby boomer women will actually live to the age of 90. That makes 90 the new cool. Why? Well, for starters, women are not only living longer than men, but they are accumulating more wealth. They are expected to own half the wealth in the U.S. by 2010.

Savvy companies are watching and responding to this trend, providing a host of new products and services to the under-served market of women. And we are not just talking about North American companies. The financial services industry around the globe, for example, is waking up to the fact that women need financial advice catering to their unique needs. Offerings include everything from women-only bank branches in India and Kenya to cervical cancer insurance in Mexico to investment funds for wealthy women in Britain and the United Arab Emirates.

In addition to offering innovative products and services, the smartest companies establish strong relationships with their female customers and prospects through targeted communications like newsletters, websites, seminars and workshops that speak to women in their voice.

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