

ENCORE

Defining Yourself At Midlife

“It doesn’t have to be a moneymaking venture...
It’s about exploring the possibilities,
finding your passion, finding yourself.”

Women from the 30s, 40s, 50s and beyond discover that midlife is the perfect time to figure out who you are.

This fall, **ASKInYourFace.com** is looking for women to share their stories of encore careers and redefinition. Five women whose stories are deemed **ASKInYourFace.com** “favorites” will earn a midlife makeover package, including business and resume advice, fashion guidance, website design and more.



Allison Kaplan, founder of **ASKInYourFace.com**, created the sophisticated women’s web magazine after a quarter-century of being a fitness leader.

FOR IMMEDIATE RELEASE

BLOOMFIELD HILLS, Michigan – Allison Kaplan, 50, founder of **ASKInYourFace.com**, created her encore career after a quarter-century of being a fitness leader in metropolitan Detroit.

Whether it’s the empty nest, the end of a job or something else, women at midlife often find themselves wondering who they are, what their purpose is and how they should fill their lives with meaning. For many, it’s the first time they have the freedom – and the time! – to truly explore who they are and who they want to be.

Throughout September and October, different women’s stories of encore careers and finding a passion at midlife will be featured on **ASKInYourFace.com**, along with resources for helping readers identify goals, find purpose and clarify dreams.

One key of midlife is finding a cause bigger than yourself, says Kaplan, who earlier this year created the HAVEN garden project at Oakland County’s largest shelter for survivors of domestic abuse. The garden has had incredible outcomes, with several harvests yielding thousands of pounds of fresh, organic produce to feed HAVEN residents and community members.

Interview Allison Kaplan!



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Submit your Encore story!



Tell us how you found yourself in midlife – whether a new career, a dream-turned-into-reality or a passion you never knew you had.

Send your stories to info@askinyourface.com and register for a chance to win a midlife makeover package from ASKInYourFace.com.



As many as 8.4 million Americans between 44 and 70 have launched “encore careers,” work that combines income with meaning, community and social responsibility.

As recently as two decades ago, Americans strove for lifetime careers – which came with loyalty, job stability and financial security. A career change in the 30s – and for sure in the 40s or 50s – was considered irresponsible, selfish, even indulgent.

The running undercurrent of today’s economic landscape is a constant need to evolve, expand and redefine.

“Any new business is a risky proposition,” says Kaplan. “You might think it’s even more risky at midlife – this is the perfect time to venture into something new. We don’t have the hang-ups of earlier years. If we fall again, we know we won’t break. But we could succeed beyond even our wildest dreams. Getting older doesn’t strip you of your ability to dream or of your idealism. It makes you more resilient, more determined and better able to plow ahead.”

Veteran fitness industry leader Allison Kaplan created www.AskInYourFace.com in 2008 as a way to empower women.

“Change is always challenging, but when you find yourself at midlife with no clear path, direction or goal, change feels next to impossible.”

With a growing national readership, and books and seminars in the works, www.AskInYourFace.com offers daily articles on fitness, health and wellness, nutrition, relationships, animal activism and more.

“My goal with this site is to be a partner in helping women improve their lives and actualize their commitment to themselves,” says Kaplan.

Through ASKInYourFace.com she launched the 10,000 Steps Walk for Your Health program through the website, and kicked off an awareness campaign about Midlife Eating Disorders in July.

Kaplan has created the first ever Michigan Coalition on Midlife Eating Disorders with the hope of bringing this hidden killer to the attention of legislators and healthcare professionals.

www.AskInYourFace.com is a sophisticated, energetic web-magazine for women, with support from a growing group of advertisers. It has rapidly evolved into a clearinghouse of crucial topics for women aged 35 and up, presenting a breadth of information from a variety of trusted sources.

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