



PRESS RELEASE

Embracing Age — Seeking Love after 70 a Hot Topic Nationwide

(New York, NY, 1.22.2016) • Does the need for intimacy—and our search for love—change as we age?

Posing this question to audiences across America, *The Age of Love*—an eye-opening documentary on speed dating for the 70+ set—has touched a cultural nerve and spurred a social movement, bashing stereotypes and empowering single seniors to seek new companionship.

Screening February 2016 in [over 50 venues/23 states](#) in celebration of Valentine’s Day, the film follows the comic and poignant adventures of a group of Rochester, NY seniors who take part in an unprecedented speed dating event for 70- to 90-year-olds.

Fearlessly candid, these WWII babies expose the emotional needs of our booming older population. As one 74-year-old speed dater puts it, “No one, not even my own children, asks me what’s in my heart anymore.” (see [trailer](#))

Building on a surge in festival, TV and community screenings from Jacksonville to Juneau (plus a dozen countries worldwide), director Steven Loring has developed a Senior Speed Dating Kit to support groups eager to hold a dating event for local seniors. Already, stories of empowerment and new love are emerging from over 100 communities on board.

Lauded by the Huffington Post as “touching and funny” and “full of vulnerability and frankness,” *The Age of Love* previewed at the AARP National Expo in Boston and was awarded a Fledgling Fund grant for its “potential to change American culture.”

As the film prepares for a US broadcast premiere, Loring notes the growing conversation on a topic long considered taboo. “As the world faces a brand new ‘fourth generation’ of active, healthy adults 70 to 100 and beyond, understanding and supporting their need for intimacy has become a hot topic. We’re learning there’s nothing ‘cute’ about love at 80. As one speed dater expresses it, ‘Love remains just as challenging and intense as when we were younger’.”

Director Steven Loring is available for interviews.

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Official website: <http://theAgeofLoveMovie.com>

Online press kit: <http://theageoflovemovie.com/press-kit>