

The News Tribune - Tacoma

For the YOUNG AT HEART
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Published: March 16th, 2008 01:00 AM A new travel Web site has been launched for baby boomers at
www.boomeropia.com.

“I happen to be a baby boomer, and I felt like the fun side of me wasn’t being catered to and marketed to,” said Web site founder Liz Dahl, 59. “I was getting ads for medication and hearing aids, and no one was appealing to my fun side.”

So she created Boomeropia as an information site, listing interesting trips and tours in 30 categories, from adventure to pet travel to beaches and bed-and-breakfasts. The Associated Press