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With the launch of her new book, *Amazing Grays*, San Diego author Maggie Rose Crane Inspires Women to Embrace Midlife — and Beyond

San Diego, CA, May 19, 2008 — From Suzanne Somers to Naomi Judd, one celebrity after another has penned advice on looking and feeling fabulous past 45. Absent from the conversation has been a book written by an everyday woman — someone whom America's 40 million Baby Boomer women can actually relate to. But that's about to change.

In her new book, [*Amazing Grays: A Woman's Guide to Making the Next 50 the BEST 50 — Regardless of your hair color!*](#), Maggie Crane uses her personal journey as a springboard to shatter stereotypes about aging. While there's no such thing as an "ordinary" woman, *Amazing Grays* speaks volumes to everyday women. Having experienced many life passages common to her peers — college, marriage, divorce, single motherhood, career changes, and blended families — Crane taps into her rich pool of experience to create a book chock-full of warm, intimate anecdotes, as well as tips, strategies, and exercises that help women redefine the aging process, awaken dormant dreams and passions, and create a fresh start at 45, 50, and beyond.

Crane knows all about fresh starts. After an epiphany in a hair salon caused her to question why she was putting herself through the smelly hair-dye ritual every month, she decided to try life without hair dye. "It was the precipitating event that pushed me up against all my fears about getting and looking older in a youth-obsessed society," she says. So began her exploratory journey that would eventually become *Amazing Grays*.

But *Amazing Grays* isn't simply about whether or not to color one's hair. In fact, you don't have to ditch the hair dye at all, says Crane. "While the book is a little about gray hair, it's a lot about making choices that allow one to age both healthfully and mindfully," she says. Crane presents those "choices" in an easy-to-read style. Indeed, *Amazing Grays* is divided into four key sections that speak to every aspect of a woman's life— social, physical, psychological, and spiritual.

"My intention is to speak to that inner core of authenticity that we all share," says Crane. *Amazing Grays* represents a giant leap in that direction — and not a moment too soon. The leading edge Baby Boomers may have cashed their first

Social Security checks this year, but *Amazing Grays* offers Boomer women two things money can't buy: a port in the storm of misleading ideas about aging, and a breath of fresh air that enables women to set sail toward uncharted dreams.

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About Maggie Crane

Born on the leading edge of the Baby Boom generation, Maggie Crane has experienced many life passages common to her peers: college, marriage, divorce, single motherhood, career changes, and creating a blended family. The author of [*Amazing Grays: A Woman's Guide to Making the Next 50 the BEST 50 – Regardless of your hair color!*](#), Crane is also a sought-after speaker who crisscrossed the country for over a decade speaking before thousands of women on topics including leadership, stress reduction and life balance. She is also a guest editor for the Dove/MSN “Real Women/Real Beauty” campaign.

For more information, please visit www.maggiocrane.com.