



# Kia ora!

I'm a New Zealand-based author, blogger and creative leader. I write under the theme *Never Succumb to Beige*, reflecting my personal mantra of always being true to who you are and staying visibly colourful, particularly as you age.

My overall goal is to inspire older adults – people in the later stages of their careers or early retirees – to help them embrace vibrant, purposeful ageing. I offer opinion, information and advice, often drawn from my colourful life to engage, entertain and uplift my readers. .

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### BY GENDER

85% WOMEN  
115% MEN

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### BY AGE

MOSTLY AGES 50-70

### BY LOCATION

NZ, AUS, UK, USA, CANADA