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Grandparents Gets Active With New Online Venture

Mike Shields*SEPTEMBER 03, 2007 -*

Grandparents.com, a biweekly e-mail newsletter launched earlier this year targeting the millions of Americans with grandchildren, is set to unveil a new stand-alone content Web site on Sept. 4 geared for the 60-and-over set.

The new Web site's editorial content will be focused on grandparent/grandchildren activities, at the center of which is a Grandparent City Guides tool that will allow users to search relevant activities in 25 major cities.

Beyond activities, Grandparents.com will attempt to serve as something of a social network for grandparents, offering outlets for blogging, message boards and chat forums, where grandparents can connect with one another.

The startup is being helmed by longtime Yahoo sales executive Jerry Shereshewsky, who became the company's CEO in July. He said that the estimated 78 million grandparents in the U.S., many of whom are baby-boomers just entering the demographic, are far more active and well-off than the walker-using grandparents of the past.


Yet the media world has been slow to capitalize on this group. "We have an opportunity to define what it means to be a grandparent," Shereshewsky said. "Most American media still doesn't know who they are. Yet these people consider it their most important job title."

Initially, Grandparents.com will sell advertising via an ad network, but Shereshewsky said that the company is in conversations with several key brands to become charter sponsors for year-one of the launch.

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