

# NEWS RELEASE



Navigate Boomer Media

519 California Ave. Ste.103 Santa Monica, CA 90403 (800)779-0237 / fax:(800)747-1580

## **FOR IMMEDIATE RELEASE**

Media Contact:

Kyle Murphy, kmurphy@navigateboomermedia.com, 424-354-4016

**Navigate Boomer Media Appoints Media Sales Executives Mark Griggs to Vice President of Sales, Nora Gervais to Northwest Sales Director and Charmaine Alexander to Midwest Sales Director**

SANTA MONICA, Calif, June 17, 2011 - [Navigate Boomer Media](http://www.navigateboomermedia.com) has appointed Mark Griggs to Vice President of Sales, Nora Gervais to Northwest Sales Director and Charmaine Alexander to Midwest Sales Director. Navigate Boomer Media is the largest online baby boomer media resource representing over 100 boomer focused sites for banner display advertising, sponsorships, email, mobile, research, and content placement with complete transparency.

Mr. Griggs built his media sales career at large media firms such as Advance Publications, The New York Times Group and Time, Inc. "I am happy to be part of the largest online boomer source. The timing is perfect for the Navigate Boomer Media solution for marketers and digital agencies with clients in arenas such as healthcare, automotive, travel and pharmaceuticals looking to get their share of the 78 million boomer's \$2.3 trillion in disposable income." said Griggs.

Ms. Gervais will be leading the Northwest Region Sales efforts. She built her media sales career at Times Mirror and Tribune organizations in print, magazine and online. Nora was responsible for multi-million dollar sales budgets, maximizing profitability and building client relationships.

Ms. Alexander built her advertising sales career at Tribune, Nielsen and MPA. "I am pleased to be a part of Navigate Boomer Media, their sites are perfect for marketers engaging the healthy, wealth baby boomer market. Marketers now have a single media source in reaching the lucrative baby boomer's online."

"We are delighted to have their media leadership and expertise in our firm. They all bring extensive media knowledge, drive and digital strength to our firm," said Nancy Shonka Padberg, CEO of Navigate Boomer Media.

Mr. Griggs, Ms. Gervais and Ms. Alexander's appointments are effective immediately.

## About Navigate Boomer Media

Navigate Boomer Media, LLC ([www.navigateboomermedia.com](http://www.navigateboomermedia.com)), Santa Monica, CA, is the largest baby boomer online media source representing 120 sites, delivering 1.5 billion page impressions per month through banner advertising, as well as email, mobile, caregiver databases, and content placement. Their sites serve the 78 million U.S. Baby Boomers, born between 1946 and 1964, who control 77% of the total net worth in the U.S and spends 15 hours per week online according to Pew for the Associated Press.