



PRESS RELEASE

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New television series BOOMER CONNECTION launches April 25 on Houston’s CW39 and nationally on UPTV – a show for seniors by seniors.

League City, Texas (March 31, 2020) — There are more than 74 million adults living currently over the age of 55, with the Baby Boomer generation helping to make this the largest living adult generation. Ask any senior, there is not enough television programming geared towards their interests on all the hundreds of channels and streaming options. Earl Heard, Founder and CEO of BIC Media Solutions, a Houston-based media company, and a senior of 77 years himself, decided to do something about this. He expedited production of programming to seniors during the coronavirus “Stay at Home” edict, Boomer Connection, a television series for seniors by seniors, is launching locally in Houston on CW39 April 25.



Boomer Connection is a half-hour weekly television series that shares fun, inspirational and motivational experiences of the baby boomer generation and beyond, showcasing senior careers, retirement and leisure activities from those that devote their time, expertise and resources to play a significant role in helping others find greater faith, hope, peace and happiness. There is life after 60!

Produced by BIC Media Solutions and Provicom TV, the show is hosted by Gail Stolzenburg, Houston-based speaker, author and success coach, with interviews focusing on celebrating seniors – their accomplishments from the past and their future goals to inspire us all. Initial story segments include Zina Garrison, former US Olympic Tennis Champion who runs a youth tennis camp for underprivileged kids in Houston; Red O’Laughlin, a retired Navy Captain and author of Longevity Secrets for Healthy Aging and other health and wellness books for seniors; and Dave McCabe, CEO of the Sailing Angels Foundation providing free sailing trips for special needs kids, vets and first responders; and many more ([see bios](#)).

<u>Airdates on CW 39 (Houston TX)</u>	<u>Airdates on UPTV (Nationally)</u>
Episode 1: Saturday April 25 11-11:30AM CT	Saturday May 2 4:00 AM CT
Episode 2: Saturday May 9 11:30AM-12:00PM CT	Saturday May 16 4:00 AM CT
<i>Future episodes currently in production. Air dates TBD.</i>	

Boomer Connection is a weekly television series independently produced and distributed locally in Houston, featuring stories by prominent seniors that have an amazing story to share. Watch the [sizzle reel](#) and review the full media kit at www.boomerconnection.tv. The series also has a national airplay on cable network UPTV beginning in May and is in negotiations with other major broadcasters and OTT networks.



Producer Earl Heard expedited this production so new programming could be released during the lockdown to entertain seniors who may be housebound and watching lots of television. "I pray that Boomer Connection will help all seniors live a better life and others of all ages to better understand and appreciate seniors," states Earl Heard, Founder and CEO of BIC Alliance and BIC Media Services.

About BIC Media Solutions: BIC Media Solutions is the media, entertainment and custom book publishing division of BIC Alliance, the nation's only multi-industry, multi-departmental publication for the oil and gas industry, based in Baton Rouge, Louisiana, and Houston, TX. For more information, visit www.bicalliance.com and www.bicmediasolutions.com.

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To request a link to view a **private preview of Episode 1** and/or interview producer Earl Heard please contact Tracy Balsz at IndieMarketing, 323.428.9075 tracy@indiemarketing.com.

Hi-res publicity stills downloadable here:

<https://www.dropbox.com/sh/jdvchsql62tqkz/AADc9hZMMpbbzNzPgYvbVGWxa?dl=0>

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