



Grandparents

ROCK



by

PAT BURNS

a hip and happenin'
grandparent

www.GrandparentsRock.com

FOR IMMEDIATE RELEASE

GRANDPARENTS ROCK!

New Book Gets Real About Grandparenting For Baby Boomers Shocked Into Wondering What It's All About

Newport Beach, CA – Almost unnoticed in the ballyhoo over the first Baby Boomers turning sixty is another life transition that comes as a shock to the generation that reached adulthood with the admonition, “Don’t trust anyone over thirty”: Grandparenthood. A new book, *Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation*, helps Boomers adjust to their surprising new status as grandmothers or granddads by guiding them through grandparenting’s unique pleasures and pitfalls in the twenty-first century (www.GrandparentsRock.com).

“For people who never expected to age, having a first grandchild comes as an incredible shock,” says author Pat Burns, CEO of Burns International Consulting and devoted grandmother of Dylan and Skye. “We don’t need to accept that we are getting old. What we need are ways to form lasting bonds with grandchildren that fit with who we are and that help us savor the joys of this precious relationship to the utmost.”

Burns’ book colorfully and candidly describes grandparenting from multiple perspectives, including:

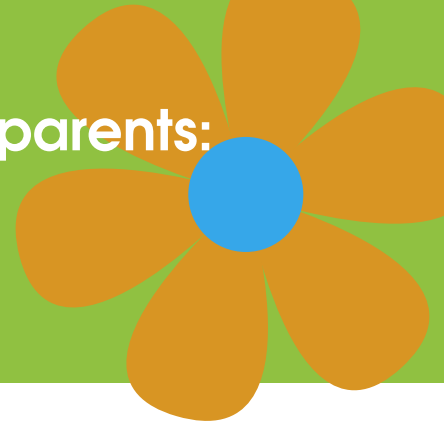
- Getting used to the news of becoming a grandparent, even in challenging situations such as a teenage pregnancy, an interracial relationship, premature birth or adoption
- Ideas for playing, creating rituals, storytelling and more with grandkids
- Grandparenting at a distance, taking advantage of webcams, cross-generational holiday trips and cell phones
- Dealing with a grandchild’s misbehavior, sibling rivalry, family deaths or your own disability

Woven through all the stories and advice are lines from songs Baby Boomers will happily remember from the rock-n-roll years, such as “Shake, Rattle and Roll,” “Purple People Eaters,” “Ninety-six Tears” and “Let It Be.” “When Dylan and I drive together, the car is our Carnegie Hall on wheels,” says Burns. “At a stoplight, we’re the people you see in the car next to you with our heads bobbing and our lips moving. Everyone should make music with their grandkids, and for that, rock-n-roll era songs can’t be beat.”

Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation (ISBN 978-1-60037-303-9), a 199-page trade paperback book from Morgan James Publishing, LLC, costs \$19.95 and can be purchased at www.GrandparentsRock.com or a favorite bookstore. Pat Burns is available for interviews nationwide, by calling 949-836-4722 or emailing pat@grandparentsrock.com.



All About Rock-n-Roll Generation Grandparents: *Grandparents Rock* **FACT SHEET**



* **Grandparents Abound:** According to the California-based research company Age Wave Communications, in 2000 there were 69 million grandparents in the U.S., with that number expected to grow to 80 million in 2010.

* **Grandparents Connect:** In a 2001 AARP study, 68% of grandparents said they see a grandchild every one or two weeks. Only 8% see a grandchild less frequently than every few months.

* **Grandparents Play:** More than half of grandparents in the AARP survey had exercised or played sports with their grandchildren in the previous six months. This was true for every age range of grandparents surveyed, not only the younger ones.

* **Grandparents Interact:** The five most popular activities that grandparents reported in the AARP survey doing with their grandchildren were: having them over for dinner, going out to dinner with them, watching TV together, going shopping and reading to them.

* **Grandparents Babysit:** A study reported in *The Gerontologist* in 2001 found that 24% of grandparents watch one or more grandchildren between 10 and 29 hours a week. About 7% perform childcare more than 30 hours a week.

* **Grandparents Contribute:** In 2000, Mercury Funds reported that 59% of grandparents surveyed expected their savings and investments to be important in paying for their grandchildren's college costs.

* **Grandparents Matter:** According to The Legacy Project, 9 out of 10 adult grandchildren feel their grandparents influenced their values and behaviors.

* **Grandparents Spend:** On average, grandparents spend \$500 on their grandchildren annually, according to the AARP study.



For wise advice, heartwarming stories and mind-opening perspectives about grandparenting today, see ***Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation*** by Pat Burns (Morgan James Publishing, LLC; ISBN 978-1-60037-303-9). It's \$19.95 and available at www.GrandparentsRock.com as well as at bookstores.

About

PAT BURNS

author of *Grandparents Rock:*

The Grandparenting Guide for the Rock-n-Roll Generation



A fun-loving, accomplished professional speaker, executive and world traveler, Pat Burns felt her world “shake, rattle and roll” when she became a grandmother at age 47. After other Baby Boomers who’d recently become grandparents told her they felt much the same, she decided it was time for a new paradigm of grandparenthood – one comfortable for the generation that somehow assumed they’d never grow up. The result: the book *Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation*.

Besides being the devoted grandmother of Dylan and Skye, Pat is founder of an international consulting business thePatBurns.com as well as cofounder and Executive Director of the Orange County Children’s Book Festival, which raises funds to help end illiteracy.

Starting off as a single mom with two small children, she began a career in real estate sales and within two years reached the top 10 percent nationwide. After eight years of sales success, she served Century 21 International as recruiting manager for four states. Through her own training and speaking company, Pat Burns Seminars, she also became a highly sought-after keynote speaker at more than 500 meetings and conventions throughout North America and Asia.

After living and working in Bangkok and Saigon for the multi-billion dollar business International Trading Company for several years, Pat returned to the United States, where she served as general manager of the Millionaire Summit, a charitable venture in which she partnered with best-selling authors Mark Victor Hansen and Robert G. Allen. Of late, Pat has been arranging business conferences around the world with entrepreneurs from all walks of life.

Having once toured the world with a choir, Pat still loves to sing with her grandchildren and in the shower. “Going by my experience, my age is about 180, and my goal is to make it to the experiential age of 300,” she says. “The best is yet to come!”

Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation by Pat Burns (Morgan James Publishing, LLC; ISBN 978-1-60037-303-9) is \$19.95 and available at www.GrandparentsRock.com as well as at bookstores nationwide.

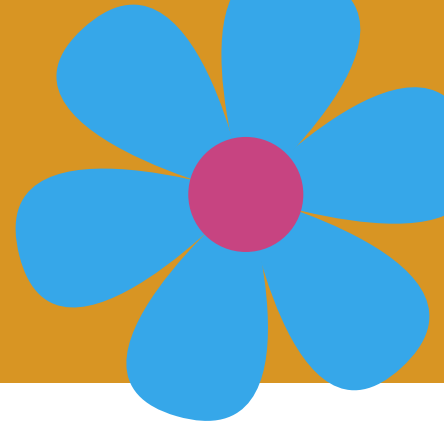
DOWNLOAD HEAD SHOT: [color lg](#) [med](#) [sm](#) [b/w lg](#)

For wise advice, heartwarming stories and mind-opening perspectives about grandparenting today, see

Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation by Pat Burns (Morgan James Publishing, LLC; ISBN 978-1-60037-303-9). It’s \$19.95 and available at www.GrandparentsRock.com as well as at bookstores.



INTERVIEW QUESTIONS



1. How is grandparenting different for the rock-n-roll generation than it was for previous generations?
2. Which new technologies are especially relevant to grandparenting today?
3. What is the top challenge for today's rock-n-roll generation grandparents that you discovered during the writing of your book?
4. What was the biggest surprise you experienced when you became a grandparent for the first time?
5. How do rock-n-roll generation grandparents deal with blended families and untraditional family arrangements?
6. What are the best ways to build a lasting bond with a grandchild?
7. What are some other ideas for joyful play with a grandchild?
8. What's your advice when someone feels they're much too young to be a grandparent?
9. If someone lives far away from a grandchild, how can they best keep the relationship going?
10. If you love your grandkids to pieces, how do you avoid acting like the proud grandparent who bores everyone around him or her with photos and stories?



For wise advice, heartwarming stories and mind-opening perspectives about grandparenting today, see

Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation

by Pat Burns (Morgan James Publishing, LLC; ISBN 978-1-60037-303-9). It's \$19.95 and available at www.GrandparentsRock.com as well as at bookstores.

Grandparenting for the Rock-n-Roll Generation: **8 TIPS**

From the New Book, *Grandparents Rock*



1. Be a student of the child, and play within the child's agenda. When in doubt, play hide-and-seek!
2. Designate an item that your grandchild knows represents you.
3. Put something in the mail to them often, making the package lumpy and bumpy.
4. Discover their best time for a weekly telephone call, and call consistently.
5. Read to your grandchildren and make up stories, with the characters as outrageous and unbelievable as possible.
6. If the grandchildren's parents end their relationship, keep that drama out of your relationship with the grandchildren.
7. Lock in a favorite song with a grandchild, and you'll have it forever as a bond.
8. Your home will be turned upside down during grandchildren's visits – count on it and let it be.



For wise advice, heartwarming stories and mind-opening perspectives about grandparenting today, see ***Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation*** by Pat Burns (Morgan James Publishing, LLC; ISBN 978-1-60037-303-9). It's \$19.95 and available at www.GrandparentsRock.com as well as at bookstores.

SAMPLE REVIEW

of *Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation* by Pat Burns



“I *won’t* grow up.” It’s a timeless refrain, going back at least as far as Peter Pan. But it has special resonance for Baby Boomers, particularly those who became young adults during the Hippie and Vietnam War eras. Yet now many of those flower children and protesters have become grandparents. Yikes!

Advice on coping with the unexpected status of being a grandparent is at hand in a new book, ***Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation*** by Pat Burns. The contents go far beyond celebrating the joys of grandparenting and suggestions for how not to bore everyone around you by constantly bragging about the grandkids and showing their photos to perfect strangers.

Burns and other contributors discuss the challenges of being a grandparent, including today’s complicated stepfamilies, adoptions, teen pregnancies and premature births, along with ideas for bonding through play, songs, rituals and travel with grandkids of different ages.

The book also offers interesting methods of maintaining relationships with distant grandchildren, such as using webcams and scheduling regular phone calls at the time most convenient for the faraway family members.

The text is colorful, the writing is upbeat and many of the stories are memorable. Especially inviting for anyone in the rock-n-roll generation are the chapter titles drawn from sixties and seventies songs, like “Ninety-six Tears” and “Happy Together.” The book makes a great gift for any prospective or actual grandmother or grandfather who has ever had any kind of issues with the idea of fully growing up.

Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation by Pat Burns (Morgan James Publishing, LLC; ISBN 978-1-60037-303-9), \$19.95, available at www.GrandparentsRock.com and bookstores nationwide.

(Editors: Please feel free to use this review or a shortened version of it. If you’d like a digital version of it, simply email your request to pat@grandparentsrock.com or call 949-836-4722.)



For wise advice, heartwarming stories and mind-opening perspectives about grandparenting today, see

Grandparents Rock: The Grandparenting Guide for the Rock-n-Roll Generation by Pat Burns (Morgan James Publishing, LLC; ISBN 978-1-60037-303-9). It’s \$19.95 and available at www.GrandparentsRock.com as well as at bookstores.