



## **\*\* Postcards From Midlife Live Launch Announcement \*\***

Touchpoint Live Media and *Postcards From Midlife* podcast, have joined forces to launch the first event in the midlife space with the launch of *Postcards From Midlife Live* at the Business Design Centre, Islington, on 19<sup>th</sup> & 20<sup>th</sup> May 2023.

Touchpoint Live Media now has its sights set on the exciting women's sector, focusing specifically on the under-represented midlife age category, which holds huge untapped potential. Touchpoint has identified a gap in the market for women in their midlife who want to enter this stage of life informed, empowered, confident and most importantly to enjoy it!

Touchpoint Live Media has teamed up with the co-hosts of the chart-topping podcast, *Postcards From Midlife*, Lorraine Candy and Trish Halpin, who will be Creative Directors and presenters of this unique event. With multi-million downloads of their podcast, Lorraine and Trish have built a thriving midlife community and crafted a space for women to feel seen and heard - the perfect springboard from which to launch *Postcards From Midlife Live*.

Lorraine Candy, a mother of four and former Editor of Cosmopolitan, Elle and Sunday Times Style is also the author of a bestselling book on raising teenage daughters. Trish Halpin, mother to twins, is formerly the Editor in Chief of Marie Claire, InStyle, and Red. Both journalists are regular contributors to national newspapers.

Their podcast focuses on providing authoritative yet relatable advice for their listeners from expert guests, as well as candid conversations with celebrity midlifers, and aims to make those listening feel like they are not going through midlife challenges alone. Topics including parenting, the menopause, perimenopause, careers, sex, relationships, health, and nutrition are the focus of the brand and always tackled in a sensitive yet humorous manner.

*Postcards From Midlife Live* is a lifestyle and wellbeing event which will echo many of the topics tackled in their award-winning podcast from perimenopause and menopause, to age-relevant health and wellbeing, lifestyle and fashion, career change opportunities, tips on parenting teens, guidance on coping with an empty nest as well as cultural insights - all whilst enjoying an inspiring day out with friends.

This live event offers women over 40 the opportunity to learn from experts in a stylish and inclusive environment and to hear about other women's experiences of their midlife journeys, including celebrity guests of the podcast. It is the only UK event focused on health, wellbeing and lifestyle for women who want to embrace their midlife positively and stylishly.

Lorraine and Trish, say: "We are so excited to be working with Touchpoint Live Media to bring our podcast to life and continue to advise and guide the huge community of midlife women around us across all our platforms through this stage of their lives. We are uniquely positioned to deliver this event given our magazine editing backgrounds, many of our readers are now listeners of the podcast and they are incredibly engaged with the content we provide because they have known us for many years and trust our authority on this subject. The listeners have been asking for us to do this since the early days of the podcast and now we are in a position to deliver something authoritative, entertaining and ground-breaking."

Nicole Cooper, Touchpoint Live Media's CEO says: "Lorraine and Trish are a great choice for us to work with on this fantastic new project. *Postcards From Midlife* has built a credible, trusted, and entertaining brand within this sphere. Lorraine and Trish's witty, candid and informative chats have created a community for women to share their worries, concerns and questions in a safe and supportive environment and provide the perfect platform from which to launch this exciting new event."

With the team at Touchpoint Live Media's vast expertise in putting on award-winning large-scale consumer events combined with Lorraine and Trish's vision for their *Postcards From Midlife* brand, this partnership is sure to be a force to be reckoned with in this exciting new sector.

Website: [www.postcardsfrommidlifelive.co.uk](http://www.postcardsfrommidlifelive.co.uk)

**Notes to Editors:**

*Postcards From Midlife* podcast was launched in January 2020 and is co-hosted by former glossy magazine editors Trish Halpin and Lorraine Candy. For more information go to:

[www.postcardsfrommidlife.com](http://www.postcardsfrommidlife.com)

[Facebook](#) *Postcards From Midlife* Group

[Instagram](#) @postcardsfrommidlife

*Touchpoint Live Media is a dynamic live event company who strives on thinking outside the box by delivering unique and creative concepts. Delivering first-class largescale events across the UK, with a team with over 25 years' experience.*

website: [www.touchpointlivemedia.com](http://www.touchpointlivemedia.com)

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