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“AMAZING GRAYS” Author Selected to Provide a Midlife Perspective to Dove’s Real Women/Real Beauty Campaign

*Maggie Rose Crane to serve as guest editor and contribute column
on how midlife women can stay positive and feel authentically
beautiful as they age.*

San Diego, CA. June 4, 2008 – Dove’s breakthrough campaign showing real women in all their natural glory has inspired those who balk at mainstream media’s depiction of beauty as size 2, blond and under age 25. Maggie Rose Crane, author of [*Amazing Grays – A Woman’s Guide to Making the Next 50 the BEST 50 \(Regardless of your hair color!\)*](#) says, “As we approach midlife, the key to feeling authentically beauty-full is shifting your focus from your packaging to your *essence*. It’s not that you no longer care about what you look like - far from it. It’s just that the wisdom of age brings about a deeper understanding of who you truly are and what really matters.”

The Dove Digital Channel features an editorial board of experts and inspirational guest editors all of whom drive conversation around today's "burning questions" – provocative and timely topics central to the real beauty debate around relevant women’s issues. Women have the opportunity to join the conversation in a positive, educational and inspiring environment through blogs and message forums.

Maggie Crane has been asked to contribute to this prestigious site as a guest editor, offering her insight and experience as an author and leading edge baby boomer. Her column will be featured on the site from June 3-16, 2008. Titled, [*“On Feeling Beauty-full”*](#) the subject is near and dear to her heart. “As I watched my waistline expand and my libido contract, I was forced to look deeper for those things that defined me. What I uncovered was a passionate core of authenticity that needed an outlet!” she says. By sharing her personal experience of risking a try-out for the Senior Follies and being selected to participate as both a dancer and red-feathered showgirl, she inspires midlife women to *go for it*.

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"Maggie's message of self-empowerment and self-awareness resonates with the Dove mission to make more women feel beautiful every day," said Kathy O'Brien, Dove marketing director, U.S. "Dove.com provides a forum for real women to share their experiences from every stage of their lives, and we know that Maggie's contribution will inspire the 'Amazing Grays' visiting the site."

In her book, *AMAZING GRAYS*, Crane guides women through the sometimes-difficult midlife transition with humor and compassion. While dealing candidly with the realities of aging, she offers a refreshing perspective, encouraging women to become Amazing Grays by challenging outdated stereotypes. As she says, "The first half of life is just the opening act!"

About Maggie Crane

Born on the leading edge of the Baby Boom generation, Maggie Crane has experienced many life passages common to her peers: college, marriage, divorce, single motherhood, career changes, and creating a blended family. The author of *AMAZING GRAYS: A Woman's Guide to Making the Next 50 the BEST 50 — Regardless of your hair color!* Crane is a sought-after workshop leader, speaking before thousands of women on topics including leadership, stress reduction and life balance. She also serves as a guest editor for the Dove Real Women/Real Beauty Campaign website. Born and raised in Milwaukee, WI Maggie now resides in San Diego CA.

For more information, please visit www.maggiocrane.com.

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