



Finding Love After 40 Has Never Been This Fun: New Book Empowers Over-40s to “Embrace the Swipe”

PRESS RELEASE

A new, sassy dating guide by Liza Fernandez, challenges the stigma, fears, & misconceptions head-on, presenting digital dating as a superior option as we age.

In a world where technology is king, many, especially those over 40, remain hesitant about online dating. In her debut book, "Embrace the Swipe: Navigating Love & Dating in the Digital Age for the Over-40 Crowd, Tech Skeptics, & the Dating Challenged" Liza offers a fresh and even controversial take on modern romance, questioning widely accepted notions like the importance of chemistry and having a "type". Her book provides witty, yet heartfelt guidance, empowering readers to confidently navigate the world of digital dating with practical advice, mindset shifts, and a positive outlook.

After years of trials, many errors, and lots of swiping, Liza found love through a dating app. "I often encountered resistance when I mentioned dating apps to friends. I want everyone looking for love to realize that, with a little guidance, the apps can be amazing tools. Dating doesn't have to be that daunting; it can be empowering, fun, and you can do it while feeling in complete control!" says Liza.

"Embrace the Swipe" is a how-to manual, a pep talk and a friend who's been there, done that, and learned a ton along the way. It will resonate with anyone over 40 who's ready to embrace modern dating with confidence and a sense of adventure.

The book is now available on Amazon, and Liza's engaging, candid content can be found on her Instagram, where she continues to inspire and empower others to seek the love they deserve.

For more info, copies, or to schedule an interview with Liza, please contact:

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Liza Fernandez is a seasoned media producer with 25+ years of experience. Having worked with major networks such as Disney, Paramount, CBS, Univision, and Telemundo, her keen understanding of audience engagement enrich her approach to the topics of dating and relationships, making her insights both practical and relatable.