



PRESS RELEASE

Embracing Age – New Film on Love After 70 Captures Growing Movement Worldwide

(New York, NY) - Does the need for intimacy—and our search for love—change as we age?

Posing this question to audiences across America, *The Age of Love*—an eye-opening documentary on speed dating for the 70+ set—has touched a cultural nerve and spurred a social movement, bashing stereotypes and empowering single seniors to seek out new companionship.

Screening next month at over 50 venues in 23 states in celebration of Valentine’s Day, the film follows the playful and poignant adventures of a group of Rochester, NY seniors who take part in an unprecedented speed dating event for 70- to 90-year-olds.

Fearlessly candid, these WWII babies expose the emotional needs of our booming older population. As one 74-year-old puts it, “No one, not even my own children, asks me what’s in my heart anymore.” (see [trailer](#))

Building on a surge in festival, TV and community screenings from Jacksonville to Juneau (plus a dozen countries worldwide), director Steven Loring has developed a Senior Speed Dating/Speed Friendship Kit to support groups eager to hold an event for local seniors. Already, stories of empowerment and new relationships are emerging from over 200 communities on board.

Lauded by the Huffington Post as ‘touching and funny, full of vulnerability and frankness’, *The Age of Love* premiered at the AARP National Expo at the Boston Convention Center and was awarded a Fledgling Fund grant for its “potential to change American culture.”

As the film prepares for a US broadcast premiere, Loring notes the growing conversation on a topic long considered taboo. “As the world faces a brand new ‘fourth generation’ of active, healthy adults 70 to 100 and beyond, understanding and supporting their need for intimacy has become a hot topic. We’re learning there’s nothing ‘cute’ about love at 80. As one speed dater says, ‘Love remains just as challenging and intense as when we were younger’.”

Screenings and film info: Steven Loring, Free Play Pictures, 585-451-9251

Official website: <https://theAgeofLoveMovie.com>

Online press kit: <https://theAgeofLoveMovie.com/press-kit>