



04 June 2008

## NEWS RELEASE

### **New social networking site gives the Over Forties a unique chance to create and share their 'Memory Lane' online**

A BOMB scare on board a plane was the unlikely inspiration for a unique social networking website which launches today (**Wednesday 04 June**).

**TryMyLife.com**, a free-to-use site tailored to the specific needs and desires of fortysomethings and beyond, is the brainchild of Heathcliffe Robertshaw.

In 2006 he and his family were flying to Egypt, when the captain announced that there might be a bomb on board. It turned out to be a hoax, but the traumatic event was enough to make Robertshaw – then a senior corporate executive – reassess his life and ensure that as we all go through life's ups and downs, we have a record of them, not just for the present, but also for our families in years to come.

TryMyLife.com is a place to record and share the milestones of our lives through the unique visual Time Line Builder, as well as the place to find great advice and features on all the areas that influence those milestones – Money, Relationships Careers, Health, Travel and Culture

Robertshaw, 37, explains: "Who can be bothered these days to write a daily diary? But TryMyLife has all the value of a diary or scrapbook without the effort. You can add to it whenever you like and it's up to you who gets to see it – it can be accessible to all, or just trusted friends and family, or it can be 'locked' for total privacy.

He adds: "Many of the current social networking sites have been criticised, especially by older users, for having too many time-wasting elements and for being too complex. For me the honeymoon of social networking ended as quickly as it had started.

"This fills a gap for those who want to compare their life experiences in a more mature way. You can publish your own articles and photos here and read how others are handling what life is throwing at them. If Facebook and Bebo are the student bar or club of social networking, we aim to be the coffeeshop! TryMyLife.com can really enhance your busy life, not be a drain on it."

For more information and screenshots call Heathcliffe Robertshaw on:

07515 881 380 or email [heath@trymylife.com](mailto:heath@trymylife.com)

**ENDS**