

ST. PETERSBURG, FL, May 11, 2014 **/24-7PressRelease/** -- My Senior Portal, a leading online resource and Internet gateway website for seniors, their families and caregivers, has elevated Bonnie D. Kupperman to the role of Executive Editor, in addition to her role as Operating Officer for the site. As Executive Editor she will take charge of overseeing website content, as well as authoring featured articles and columns.

"Keeping our web content fresh, timely and relevant to the extended senior community is vital to providing value for our members as well as attracting traffic to our website," commented Ms. Kupperman. "The interests of this rapidly growing market are diverse and constantly evolving. I look forward to having the opportunity to shape our site content to address the wide range of topics that matter to seniors, their families, their caregivers and the providers of the products and services they need."

As Executive Editor for My Senior Portal, Ms. Kupperman crafts, edits and handles editorial content for keeping the portal site's content fresh, relevant and up to date. In her new role, she will also share her thoughts in columns that address timely and pressing issues for seniors, their families and caregivers. The first in her new series of targeted columns are already available on the MySeniorPortal website, including:

Estrangement - A National Tragedy Back Pain - The Mind-Body Connection When Elderly Parents Stay Silent ...

Bonnie Kupperman is an award winning journalist whose distinguished career has spanned 30 years in the newspaper, magazine and television industries. Over the course of her career she has covered hard news, features and fashion. Bonnie was most recently feature section editor of The Tampa Tribune before joining MySeniorPortal. She is a two time winner of the Men's Fashion Association of American Award for menswear coverage, and a winner of the prestigious Penny Missouri Journalism Award for feature writing, among other honors. She is listed in "Who's Who In American Women".

MySeniorPortal has over 250,000 members, and enjoys a high rate of daily visitor traffic. Alexa, a division of Amazon.com that tracks the top 30 million websites worldwide, ranks MySeniorPortal.com as the 5,789th most visited website in the U.S. which puts MySeniorPortal within the top 0.02% of the most popular websites in the nation. Alexa places MySeniorPortal's global rank at 33,075, well within the top 0.1% of all websites visited in the world.

## **My Senior Portal Names Award Winning Journalist Bonnie Kupperman Executive Editor**

Written by Australian Business

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About MySeniorPortal My Senior Portal is dedicated to providing an easy and efficient way for seniors to benefit from the Internet. An innovative web portal specifically designed for the senior market, which is comprised of the 55+ population, their families, friends and caregivers, MySeniorPortal offers an all-inclusive, fully integrated, and highly secure online resource for senior-relevant information and activities that enables even the most inexperienced users to take advantage of the Internet. MySeniorPortal offers its members easy access to many functions designed to enrich senior citizens' lives, enable them to obtain expert advice on a wide variety of topics, help them maintain active, healthy minds and boost their mental and physical well-being. Membership in MySeniorPortal is free; MySeniorPortal's membership now exceeds two hundred fifty thousand users. MySeniorPortal is a privately held company headquartered in Gulfport, FL. For more information, visit <http://www.myseniorportal.com>