



TOMORROW BEGINS TODAY

African American Women As We Age
by the National Council of Negro Women

Nearly one-third of African American women in the United States are in the prime of their lives—ages 35-59. These hard-working women, now in their key decision-making years, are living longer and are healthier, have more money and are more educated than ever before. Their lives are documented in **TOMORROW BEGINS TODAY: African American Women as We Age** (November 14, 2005; trade paperback; \$24.95 US/\$34.95 CAN. ISBN 0-9765400-0-2), a pioneering exploration of African American women and their journey through middle life.

Published by the National Council of Negro Women (NCNW) — the oldest and largest assembly of African American women's organizations — this inspiring book promotes vital options that demonstrate how to make the most of every age and stage of life. However, despite our achievements, **TOMORROW BEGINS TODAY**, also detects some challenges for many African American women. Too many are still working at jobs where they are underpaid, all the while tirelessly supporting their families, friends and communities. Many find themselves approaching middle life struggling financially, without good health and wellness habits, and trapped in unsatisfying relationships. Without necessary changes, many older African American women will find themselves sentenced to a life of poverty, illness and isolation.

Fortunately, **TOMORROW BEGINS TODAY** offers a roadmap that will push African American women to reflect on where they are in life, where they are going, and how they are going to get there. Based on real-life experiences gleaned from focus groups and national research, **TOMORROW BEGINS TODAY** explores how African American women can achieve financial security, healthy living and life satisfaction. Living well today is the best prescription for tomorrow, so whether a woman is in her 20s, 30s, 40s or 50s, now is the right time to master the art of making plans, taking action, celebrating achievements and living your best life possible, because **TOMORROW BEGINS TODAY**.

TOMORROW BEGINS TODAY focuses on three areas of paramount importance to African American women — finance, health and life satisfaction — all of which combined provide the keys to a more fulfilling middle life. Three highly respected journalists have joined forces to present NCNW's pragmatic prescriptions for financial security, healthy living and life satisfaction. Sheryl Hilliard Tucker, Time Inc. editor-at-large and former executive editor of MONEY magazine, explores strategies that will guide readers from financial survival to financial security, offering bankable

wisdom on how to earn, plan, protect, save, invest and spend money. Award-winning health editor Kendra Lee, now managing editor of Heart and Soul magazine, focuses on wellness as a core life value, particularly on "obesity and stress as the #1 threat to African American women's wellness," and what can be done about it now. Life coach and author, Valorie Burton, presents six self-discoveries that promote life satisfaction and explains the importance of honoring "self" first.

TOMORROW BEGINS TODAY also includes current demographic data and research highlights designed to put the experiences of today's African American women into a realistic context. Armed with such informed guidance, African American women will learn to harness the power of the middle years to create the bright future they richly deserve.

This groundbreaking volume, features a foreword by Dr. Dorothy Irene Height, a Congressional Gold Medal honoree, and chair and president emerita of the NCNW. In the book's afterword, Cheryl Cooper, executive director of the NCNW, reflects, "African American women are no longer powerless. We are no longer limited by how the world defines us — we now have the opportunity to define ourselves. This book's powerful themes of self-reflection, self-reliance and self-responsibility are messages of hope for African American women everywhere."

In addition, the book features special contributions from outstanding experts, including Mellody Hobson, president of Ariel Capital Management; Dr. Vivian Pinn, the National Institutes of Health's director of the Office of Research on Women's Health; and Iyanla Vanzant, bestselling author, spiritual life counselor and CEO of Inner Visions Worldwide, Inc.

According to **TOMORROW BEGINS TODAY**, African American women must:

- Overcome their fear of money and not allow financial illiteracy to sabotage their financial well-being. This makes it difficult to prioritize saving and to secure the good credit required to become homeowners.
- Stop resigning themselves to epidemic levels of overweight, obesity and stress reflected in poor diets and sedentary lifestyles that lead to African American women's significant, yet preventable, health risks.
- Not allow their ability to support, sacrifice and care compassionately for family members and the community to leave them with a reduced capacity to identify, prioritize and fulfill their own needs and personal goals.
- Come to terms with the superwoman fantasy. African American women believe they can handle it all, but in middle life — as they face new challenges and changes — African American women's seeming invulnerability is not a gift, it's a myth.

To reach new vistas in the life's journey that will teach them not merely how to survive the 21st century, but how to thrive, African American women are encouraged to embrace the "Invest in Yourself" philosophy at the heart of this book. Over the course of a lifetime, jobs may change, partners may change, and children will grow up — but African American women who apply the "Invest in Yourself" maxim to their

personal finance, health and life satisfaction will enjoy the fruits of a life philosophy in which everyone wins.

TOMORROW BEGINS TODAY is, as Dr. Dorothy Height states, "an amazing compass that will help African American women chart a new course for tomorrow — beginning today." To live well tomorrow, African American women must learn how to give and receive in every facet of their lives — today and every day.

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ABOUT NCNW

NCNW is a council of national African American women's organizations and community-based sections. Founded in 1935, its mission is to lead, develop, and advocate for women of African descent as they support their families and communities. NCNW fulfills this purpose through research, advocacy, and national and community-based services and programs on issues of health, education, and economic empowerment in the United States and Africa. With its 39 national affiliates and more than 200 sections, NCNW is a 501(c)3 organization with an outreach to nearly four million women.

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