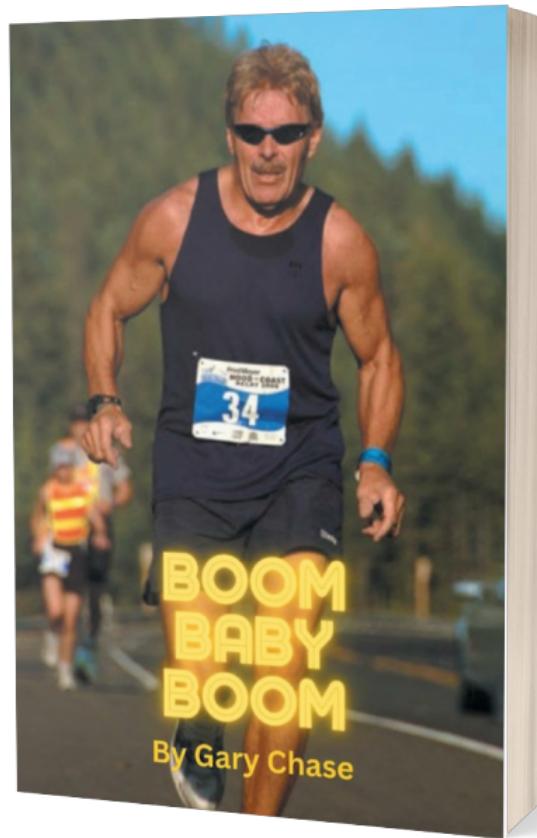


# New Book Boom, Baby, Boom! Inspires Baby Boomers to Live Remarkably

Gary L. Chase Encourages Readers to Defy Aging Norms and Embrace a Vibrant, Purposeful Life



**Los Angeles, California Jan 12, 2026** ([IssueWire.com](http://IssueWire.com)) - Author Gary L. Chase delivers an energizing call to action for his generation in [Boom, Baby, Boom!](#), a motivational guide that champions a dynamic and healthy lifestyle for today's baby boomers. Inspired by marketing expert Seth Godin's *Purple Cow*, Chase challenges readers to break free from societal expectations and redefine what it means to age.

Through its uplifting message, *Boom, Baby, Boom!* presents the idea that those who choose to live with intention—staying active, optimistic, and continually evolving—are like "purple cows" in a world of conformity. They are the ones who stand out, inspire, and leave a lasting impression.

Rather than viewing aging as a limitation, the book reframes it as an opportunity to be extraordinary. With wisdom earned over eight decades, Chase shares practical encouragement and a vibrant vision of

aging that celebrates curiosity, creativity, and community. He advocates for continual growth, self-care, and the refusal to settle for mediocrity.

Chase, who identifies as a poet, a self-taught web developer, and a health-conscious grandfather, exemplifies the lifestyle he promotes. His experience and perspective add depth and authenticity to the book's message.

*Boom, Baby, Boom!* is not only a guide—it's a movement. It invites baby boomers everywhere to embrace vitality, pursue lifelong learning, and live in a way that is anything but ordinary.

For readers seeking inspiration to make the most of every stage of life, *Boom, Baby, Boom!* offers a bold reminder: it's never too late to be remarkable.

The book is now available through major booksellers and online retailers.

[Olympus Story House](#) is an emerging digital marketing firm based in California that focuses on offering high-quality work at a reasonable price. Our talented staff collaborates with clients to establish a stronger brand and help them get the recognition they deserve. We have the ultimate goal of providing our authors with services that would fit a wide range of marketing budgets, offer reliable feedback and proper guidance in their projects, and present quality service. With our team of passionate marketing and publishing experts, we strive to bring our client's projects to their best potential.

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