



FOR IMMEDIATE RELEASE

ATTENTION LIFESTYLE EDITOR:

It's a jungle out there for single women over 40 as they face an increasing man shortage.

Toronto. – (June 1, 2007) – Women who find themselves suddenly single in their forties or beyond may find it very hard to attract a new mate, according to a new book by authors Gloria MacDonald and Thelma Beam. Their book, **Laws of the Jungle: Dating For Women Over 40**, explores the demographics of dating in the world of today's mature singles.

Women are actually a scarce commodity in their twenties and even in their thirties, according to MacDonald, but by the time a woman enters her forties, they are confronted by a man shortage. "At ages 40 to 49, there are twelve single women for every ten single men; at ages 50 through 59 there are fifteen women for every ten men, and by the time a woman is in her 60's there are approximately ten men for every twenty-five women", MacDonald says. "So, mature women who want to start dating again will find that they have to compete for mates."

To make matters more complicated, women tend to come out of divorce sadder but wiser. They are not ready to settle for just anybody. The result is that many set unreasonable expectations because they don't understand the reality of relationship economics. "The more criteria on your Picky List, the less likely you are to find someone really wonderful", says MacDonald. For instance, many women have a preference for tall men. But the probability of being a man six feet tall or taller is only 14%. So if the man of your dreams must be over six feet tall, you have just eliminated 86% of the available men from your universe. It's the

same with other criteria, like having hair. Is it reasonable to expect men over 40 to have a full head of hair? “That’s like a man who insists that a woman of fifty be a natural blonde – it could happen, but it’s not likely”, says MacDonald. The probability is less than 50%. How about a man who is fit and slim? “That would rule out about three-quarters of men over 40”, says MacDonald.

The book discusses everything a woman of 40+ needs to know in order to get out there and start dating. It is available at www.lawsofthejungledating.com or can be ordered through www.amazon.com.

Gloria MacDonald is the principle of Perfect Partners, The Personal Relationship Executive Search Firm. Thelma Beam is the principle of Mind Meld Consulting Inc.

For more information, please call 416-233-9541 or send email to info@lawsofthejungledating.com