For Dummies® Announces AARP Tech to Connect Series

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The world’s bestselling reference series, For Dummies, introduces the new Tech to Connect book series from AARP. Specifically targeting the 50+ consumer, these books offer advice and solutions for using technology to stay connected with friends, family and community. From social networking sites and online genealogy, to the latest gadgets and tablets, AARP’s Tech to Connect books are dedicated to making technology work for readers while helping to protect their online privacy and security.

“The 50+ tech audience is growing by leaps and bounds, and they’re hungry for guidance and looking to get up to speed on how to connect with others online,” said Myrna Blyth, Senior Vice President and Editorial Director for AARP. “Our For Dummies Tech to Connect book series is the perfect solution, using easy-to-understand language to answer the many questions they have.”

“For Dummies is excited to work with AARP on the Tech to Connect series,” said Andy Cummings, Vice President and Publisher, For Dummies Technology. “Since our early days of DOS For Dummies to current bestsellers like iPad For Dummies and Windows For Dummies, the Dummies brand empowers readers to use technology to enrich their lives, and this partnership allows us to share this mission with the AARP community.”

AARP is launching Tech to Connect with the following books:

AARP Facebook: Tech to Connect (Wiley, 978-1-1182-3594-2, May 2012), by Marsha Collier, is packed with examples and guidance to familiarize readers with Facebook and all it has to offer. People over 55 are among Facebook's fastest-growing user segment, with well over six million users, and this guide shares the insights of many of those users. It covers signing up, creating a profile, adding friends, posting status updates, chatting online, uploading photos and video, creating events, joining groups and more.

AARP Tablets: Tech to Connect (Wiley, 978-1-1182-4404-3, May 2012), by Corey Sandler, provides readers with the know-how to become savvy with their tablet PC in minutes. From downloading apps and syncing to other devices, to storing data online and browsing the web, this fun-but-straightforward guide helps readers learn everything they need to know so they can immediately start enjoying their new tablet.

AARP Genealogy Online: Tech to Connect (Wiley, 978-1-1182-4405-0, July 2012), by April Leigh Helm and Matthew Helm, teaches readers how to research their family's history using the latest and greatest online tools and resources. From tracking down relatives through social networking to using new genealogical software for the first time, this guide is an ideal starting point for beginners who are interested in tracking their ancestry and family history with ease and enjoyment.

AARP iPad: Tech to Connect (Wiley, 978-1-1183-8796-2, September 2012), by Barbara Boyd, introduces readers to one of the most popular tablet device, the iPad, and all the amazing things it has to offer. In clear, non-technical language, this book guides readers through registering and setting up their iPad, getting acquainted with the multi-touch interface, navigating around the screen, finding and downloading apps, reading books, listening to music, watching videos, surfing the web, and communicating with friends and family.

AARP's Tech to Connect books are available for purchase online and at retailers nationwide in both print and all e-book formats. For additional information, visit www.aarp.org/techbooks.

About For Dummies®

After over 20 years and with more than 200 million copies printed, For Dummies is the world’s bestselling reference series, well known for enriching people's lives by making knowledge accessible in a fun and easy way. Loyal customers around the globe agree that For Dummies is “more than a publishing phenomenon ... [it is] a sign of the times,” [The New York Times]. The books span every section of the bookstore, covering topics from health to history, music to math, sports to self-help, technology to travel and more. The For Dummies brand presence is further expanded with the addition of eBooks, a corporate custom publishing program, a robust consumer website and a licensed product line that includes consumer electronics, culinary, crafts, video, software, musical instrument packs, home improvement, automotive, game and more. For more information, visit Dummies.com. For Dummies is a branded imprint of John Wiley and Sons, Inc.

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people 50+ have
independence, choice and control in ways that are beneficial to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for Americans 50+ and the world's largest-circulation magazine; AARP Bulletin, the go-to news source for the 50+ audience; AARP VIVA, a bilingual lifestyle multimedia platform addressing the interests and needs of Hispanic Americans; and national television and radio programming including My Generation and Inside E Street. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

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