

FASTER SPEEDS FOR BUSINESS
\$3499 per month with agreement
 windstream™



Subscribe to Atlanta Business Chronicle

[Subscribe Today](#) | [Get A Free Trial](#)



Choose Another City:

[Site](#) | [News](#) | [Companies](#) | [Jobs](#)

[Search Archive](#)

[Home](#) | [News](#) | [Small Business](#) | [Sales & Mktg](#) | [Real Estate](#) | [Events](#) | [Community](#) | [Careers](#) | [City Guide](#) | [More Topics](#)

[Classifieds](#) [Email Alerts](#) [bizjournals](#) [GreenSubscribe](#) - 4 Free Issues

Press Releases

[Atlanta](#) > [Atlanta Press Releases](#)

[Subscribe to Atlanta Business Chronicle](#)



The information on this page is provided by PR Newswire. Atlanta Business Chronicle is not responsible for this content. [Learn more about this service.](#)

Search Press Releases
Search by Company, Organization, or Keyword

Atlanta Business Chronicle Press Release

[Back to Press Releases Index](#)

Kleber & Associates' New Study Finds 'Ruppies' Redefining Retirement

The Over-50 Crowd Breathes New Life into their 'Golden Years'

ATLANTA, Feb. 2 /PRNewswire/ -- The generation that defined America in multiple ways is out to do it again. Their next stop? Retirement.

According to a new white paper released by Kleber & Associates (K&A)--an [Atlanta marketing and communications firm](#) specializing in the home and commercial building products marketplace--the baby boomer cohort has given rise to another term to add to the market's collective lexicon: ['Ruppies.'](#)

Coined by author Kyle Ezell, Ruppies--retired urban professionals--are active mature adults and predominantly affluent empty nesters.

DOING THE MOST GOOD.™



CLICK HERE TO DONATE OR CALL 1-800-SAL-ARMY.

PR Toolkit powered by PR Newswire



See your news in Bizjournals & other media. How? **Distribute your Release through PR Newswire.** For a limited time, get a 1-Year Membership to PR Newswire FREE of charge. [FIND OUT MORE »](#)

"This group is defying the standards set by their 'traditional' counterparts by living their lives on their own terms and eschewing typecasts associated with retirement," said Steven Kleber, president and founder of K&A.

"Influenced by our culture's obsession with youth, Ruppies are interested in remaining active and integral to what's going on around them. They want to help strengthen their community and build unity among its members," he said.

Ruppies are creating a paradigm shift in the [housing and building products marketplace](#). Recent studies show they are moving away from large, single-family homes and setting the new model for life after retirement by opting for an urban oasis close to the action of city life.

"No longer tied down by school districts, lawn care and long work commutes, Ruppies can live where and how they wish," commented Kleber. "They are trading up from bingo halls and suburban life in favor of an urban landscape in cities like Boston, Chicago, Atlanta and Los Angeles, and all that these environments have to offer."

K&A's Ruppies white paper discusses the societal impact of this group including how they have created change in the American workforce, their desire for urban living and distinctive housing needs, how the marketplace can reach this lucrative consumer demographic.

To download a free copy of K&A's Ruppies white paper visit <http://www.kleberandassociates.com/ServicesResearch.aspx>.

About Kleber & Associates

Kleber & Associates is an Atlanta-based marketing and communications firm that specializes in brand development for clients in the home and commercial building products marketplace. An independent agency with more than 22 years of measurable results, K&A is committed to providing its clients with everyday marketing value while maximizing their marketing return on investment. For more information about K&A visit www.kleberandassociates.com or call 770.518.1000.

Media Contact: Megan Webb, 716.573.9556, meganwebb8@gmail.com

SOURCE Kleber & Associates

[← Back to Press Releases Index](#)

The information on this page is provided by PR Newswire. All rights reserved. Reproduction or redistribution of this content without prior written consent from PR Newswire is strictly prohibited. **Atlanta Business Chronicle** is not responsible for this content.



Advertise.  **bizjournals**
[DETAILS]

Use of, or registration on, this site constitutes acceptance of our [User Agreement](#) and [Privacy Policy](#).

A publishing partner with [Portfolio](#)

online: [Home](#) | [Business News](#) | [Print Edition](#) | [Advertise](#) | [Marketplace](#) | [Business Resources](#) | [Community](#) | [About Us](#) | [Search](#) | [RSS Feeds](#) |

[Site FAQ](#) | [Contact Info](#) | [Company Profiles](#)

Print Edition: [Subscribe to Print Edition](#) | [Advertise](#) | [Book of Lists](#) | [Download E-dition](#) | [Article Reprints Rights](#) | [Top 25 Lists](#) | [Purchase](#)

[Single Issues](#)

bizjournals: [bizjournals](#) | [BizSpace.com](#) | [Jobs](#) | [bizwomen.com](#) | [Green](#) | [Atlanta Online Directory](#) | [Atlanta Business Travel](#)

Affiliate publications: [Portfolio](#), [SportsBusiness Journal](#), [SportsBusiness Daily](#), [Mass High Tech](#)

© 2009 [American City Business Journals](#), Inc. and its licensors. All rights reserved. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of bizjournals.