

# Honey Good

Be Vibrant. Be Visible. Be You.

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Media Contact: Susan Berman Hammer  
Susan Berman Associates / PR Counsel  
[sbermanpr@gmail.com](mailto:sbermanpr@gmail.com)  
Follow on Twitter: @suebermanhammer



For Immediate Release

## Honey Good Again Wins a “Best GRANDparents Website” 2017 Award

**Chicago, IL** - - HoneyGood.com, the website for visible, vibrant and savvy women over 50, has again won – for the 5th consecutive year – a “Best GRANDparents Website” 2017 Award from *GRAND* magazine.

A collection of lessons learned, life advice and insights, HoneyGood.com is the premier destination for Honey’s Sisterhood™ of followers, to laugh and learn together, to empower each other and to celebrate life’s milestones. HoneyGood.com and its related social media sites represent a community of kindred spirits where Honey and her female readers interact, share, give each other support and celebrate life after 50.

The matriarch of a blended family, Honey (aka Susan) Good is a hip, sophisticated grandmother to 25 “GRANDS” who founded HoneyGood.com in 2012. When Honey’s first of 25 grandchildren was born in 1987, her daughter selected “Honey” as her mother’s grandmother name because it just suited her personality and her outlook on life. And today, Susan Good is called Honey by her entire family and the Honey Good staff.

A writer for *Michigan Avenue* magazine had this to say about Honey Good: “With a PhD in life thanks to her large and colorful immediate family, poignant personal history and sophisticated lifestyle, Honey Good has a lot to say about everything-and does so with passion, verve, humor, acumen and wit. She is giving an age-old ‘character’ – i.e. the proverbial grandmother – a fresh, hip, new-age voice. Her posts are savvy and fun, yet also relevant and substantive. But above all else, her content is authentic at a time when authenticity is king.”

Honey Good.com evolved from Susan Good’s quiet musings in her journal to a professional website where she writes about life lessons, family sagas, world travel and the hills and valleys in her own life as well as the many other facets of every woman’s life (e.g., style, relationships, beauty, survival and new beginnings).

Honey has survived multiple crises in her life. While living in Honolulu with her first husband and two biological daughters, she was suddenly widowed in her early 40’s after her husband suffered a massive heart attack while traveling on business. In 1990, she married Real Estate Auction Pioneer Sheldon F. Good and together, they faced the challenge of creating a large blended family. Honey has also survived cancer and family suicide.

“Life is a mixture of the bitter and the sweet, the joys and the sorrows,” said Honey Good. “I’ve traveled the world making lasting friendships, survived cancer and lived through the horror of a family suicide. Through example, I have shown my family how to make lemonade out of lemons and to always see the glass half-full.”

In addition to her namesake website, Honey Good regularly contributes to *Medium*, *Sixty & Me*, *Third Age* and *GRAND* magazine and has been interviewed by numerous media outlets, including *HuffPost*, the *GRAND Radio Network*, *Chicago Woman*, *Michigan Avenue* and *Rancho Mirage* magazines, *Prevention.com*, *Juicy.com* and the [Maturepreneurial](#) podcast. “Amazing things can happen when you commit yourself,” she added.

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**About *HoneyGood.com***

Honey Good, an award-winning website founded by Honey (aka Susan) Good, is a collection of lessons learned, life advice and insights from Honey, herself, and her contributing writers. It's a place where sassy, sophisticated and savvy women over 50 laugh and learn together. Honey first created the site, formerly known as Gramma Good, in October 2012.

Susan Good, her husband, Real Estate Auction Pioneer Sheldon F. Good, and their beloved Wheaten Terrier, Orchid, split their time between homes on Chicago's Gold Coast and in Rancho Mirage, CA. The Goods travel the world (they've visited 67 countries, including Syria, Iran and Antarctica), and with their Wheaten Terrier Orchid always by their side, regularly visit their children and grandchildren living in seven different U.S. cities.

A mother, wife, daughter and grandmother of 25, Honey Good has plenty to say to the 69.5 million grandparents in the U.S. and the Baby Boomers, turning 65 at the rate of 10,000 a day. As of 2016, Boomers account for 49.2 million of Americans over 65!!

**About *GRAND magazine***

*GRAND Magazine* provides information and inspiration to grandparents of all ages and in all stages of life. Through *GRAND – The Magazine for Grandparents & Their Families*, *GRANDmagazine.com* and *GRAND Magazine Radio*, *GRAND* celebrates the joys and tackles the challenges of grandparenthood and explores its changing face.