



For Immediate Release

“The Reveal”...

Dramatic, New Face of the Award-Winning Honey Good Website For Women Over 50 Bared Today

CHICAGO, IL, Feb. 29, 2020 -- The dramatic new face of [HoneyGood.com](https://www.honeygood.com), the award-winning website that empowers and connects women over 50, was revealed today. [HoneyGood.com](https://www.honeygood.com) reflects the contemporary style and fierce, positive attitude of its owner and founder, Susan “Honey” Good.

At Honey Good, we strive to stay relevant and fashionable, said Good. But, most importantly, we work even harder to connect with our readers and followers. Accordingly, the new Honey Good.com is easier to navigate, more user-friendly, provides a faster loading speed and offers several new features, she added.

Good is an award-winning lifestyle blogger, entrepreneur and author and one of the most followed grandmothers on Instagram. Often called a “cool 21st Century grandmother with moxie,” she enjoys more than a quarter-million followers across her Honey Good ventures. These include:

- [HoneyGood.com](https://www.honeygood.com)
- “Stories for My Grandchild,” a stylish, interactive book published by Abrams Noterie in NY
- “GRANDWomen with Moxie” Facebook Group
- Five social channels (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- “Ask Honey,” a weekly column on HoneyGood.com, and
- Podcasts titled “Honey GOOD Interviews.”

One of the key features of the redesigned HoneyGood.com is the [Ask Honey column](#). This already popular column allows fans to connect directly with Honey Good, ask questions and receive personalized answers from Honey herself.

As well as the [Ask Honey](#) section, the newly-redesigned site features a new shop page with [Honey Good’s Personal Picks](#) of the month.

Visit the new Honey Good website at: <https://www.honeygood.com>

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About HoneyGood.com

The award-winning HoneyGood.com reflects Susan “Honey” Good’s upbeat philosophy of supporting and empowering “GRANDwomen with moxie.” It’s a collection of lessons learned, life advice and insights from Honey, herself, and her contributing writers. But, most of all, it is an outlet that turns hundreds of thousands of readers over 50 into GIRLFRIENDS.

About Susan "Honey" Good



Award-winning lifestyle blogger, entrepreneur and author Susan "Honey" Good is often referred to as the "Cool 21st Century Grandmother" with moxie who upended her dazzling life to help herself and other women over 50 restore purpose, positivity and visibility in their own lives.

Honey Good helps women find meaningful, new connections in their lives and to feel visible again through her musings on HoneyGood.com, her stylish interactive book, "Stories for My Grandchild," her GRANDwomen with Moxie Facebook group, her weekly Ask Honey column, and her podcasts called the Honey GOOD Interviews.

A writer for Michigan Avenue magazine in Chicago had this to say about Honey Good:

"With a PhD in life thanks to her large and colorful immediate family (with 27 grandchildren), 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's remarkable internet success story began when she craved a new sense of purpose in her sixties. Now, she inspires, advises, empowers and educates women across her Honey Good ventures. Honey Good and its social channels engage more than a quarter-million followers.

She's written for HuffPost, Medium, GRAND magazine and Sixty and Me and was named one of "Chicago's Fierce 50 Women Over 50." Honey has been featured in The Sunday NY Times, The Meins magazine (Germany), Redbook, Prevention, Michigan Avenue and Rancho Mirage magazines and on NBC-TV as well as numerous podcasts. And, she and her husband Sheldon F. Good, a real estate icon, are pictured in celebrity author Ari Seth Cohen's recent book, "Advanced Love."

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