



How Family Biographer Rory Siefer is Giving a Voice to the Greatest Generation

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San Antonio, TX—May 5, 2008: Every day millions of teens blog, “Facebook,” or Twitter their each and every move. While the younger generation is clearly taking advantage of these new technologies to record their innermost thoughts and feelings about life, many members of the older generations haven’t yet embraced these trends—and time may be running out. Baby boomers have aging parents with fascinating stories to tell, but no one’s taking the time engage them. In fact, 1,200 WWII veterans are passing away every day—taking irreplaceable personal stories and pieces of history with them forever. As the window to communicate with these pillars of history gets smaller, there is an ever-increasing need for a way to capture their stories so they’ll always be remembered.

Recognizing the importance of recording these stories, family biographer Rory Siefer decided it was time to give a voice to the older generations and help them tell their tales. Siefer is an expert in the field of creating personal histories—whether in written form, saved as an audio recording, or captured on video. As a pioneer in this emerging field, Siefer is reinventing the way people capture history and remember their loved one’s stories.

“A personal history is more than simply listing facts about a person’s life,” explained Siefer. “It is more about creating a collection of stories that describe someone’s personality, beliefs, and where they fit into history. I help others ensure that their memories and family history will always be available to share with future generations, even when that person is no longer here.”

While Siefer hasn’t created a Facebook equivalent, she has developed a unique way for seniors—with the help of their families—to assemble and communicate their own personal histories using her CatchMyMemory kits. Siefer’s fresh take on capturing personal history makes it easy for family’s to record their loved one’s stories. Her two kits, which have already helped families from across the country, are:

- The StoryCatcher - designed to help you capture all of your parent’s best stories in their own voice on a digital recorder
- The PhotoCatcher – puts a new spin on the traditional photo album by saving the fascinating history behind your parent’s favorite photographs

“Gone are the old fill-in-the-blank books for recording facts like names and birth dates,” said Siefer. “The StoryCatcher and PhotoCatcher kits are the time-capsules of the future. These new interactive tools can help our parents or grandparents tell their truly interesting stories – their childhood school days, teenage adventures, and memories of young adult life.”

Catch My Memory’s kits help give our older loved ones a voice so they can be heard amongst the internet buzz generated by the “me-generation.” If kids today can share how hard their algebra test was or how they can’t wait for the upcoming Hannah Montana concert, why shouldn’t the grandparents of the world also be able to pass on their invaluable life tales to future generations?

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For more information, please visit CatchMyMemory's website at www.catchmymemory.com, send email to info@catchmymemory.com, or contact Rory Siefer at 210-694-4743.

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About Catch My Memory

Catch My Memory is in the business of saving life stories and making sure they are remembered. This company helps others create a record of the significant moments from their life, so that those stories will never be forgotten. The company's do-it-yourself family history kits, the StoryCatcher and the PhotoCatcher, transform memories into an instant family heirloom, and makes sure that everyone has a story to pass on to their loved ones.

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