



New Digital Comic Strip Finds Humor in Being a Boomer

"The New 60" makes light of age-related peeves and dilemmas

A lot of boomers grew up reading comic strips filled with characters like Blondie and Mark Trail who've stayed the same age for decades. Now, two 60-something ex-advertising men have launched a comic that looks at the funny side of aging.

["The New 60"](#) features a cast of boomer characters who get together at a local diner, when they're not grappling with how to kick an adult offspring off the family phone plan, memorizing tech buzzwords for a job

interview, fumbling around for misplaced eyeglasses or getting a muscle spasm in yoga class. There's also the inevitable awkward encounter with a former professional colleague who got downsized and is working at Home Depot (where "Orange Is the New Black" takes on a different meaning).

Westchester County, N.Y., residents Andy Landorf who worked on ads for Dawn dish soap, and John Colquhoun, once an art director for clients such as Outback Steakhouse and American Express, dreamed up the strip "to talk about things going on in our lives," Colquhoun says.

In an era with fewer newspaper comics pages, the pair has gone a different route, publishing the twice-a-week strip on a website, thenew60comic.com. They also post the strip on social media platforms, where they interact in real time with their readers. "When you put up a comic on Facebook, within minutes you get likes and comments and laughing emoji," Landorf says.

Once they've built a fan base, the two hope to score a syndication or book publishing deal and attract advertisers to their website, since their target audience of boomers "still has the most disposable income," Landorf says.