



MOVE WITH MACK

— Creator Media Kit —

Travel | Lifestyle | Wellness



Live Boldly. Move Confidently. Thrive Intentionally.

Helping adults 50+ Discover Meaningful Travel, Healthy Living, and Purposeful Adventure.

movewithmack.com

MEET THE WOMACKS

Authentic storytellers inspiring adults 50+ to travel, thrive, and live boldly.



We're Kirsten and Clarence (Mack) Womack, the creators behind Move With Mack.

After years of exploring the country by RV, traveling by cruise, and embracing healthier living after 50+, we discovered something important: Life isn't just about where you go. It's about how you grow.

Our community trusts us because we share experiences honestly and only recommend places, products, and destinations we genuinely believe in.

Today, Move With Mack inspires adults 50+ to travel with confidence, embrace healthier lifestyles, strengthen relationships, and discover meaningful experiences through authentic storytelling.

Whether we're exploring a boutique hotel, discovering a hidden attraction, enjoying a weekend getaway, or sharing practical wellness tips, our **mission is simple**.

Help others live boldly, move confidently, and thrive intentionally.

Our content reaches people who value experiences, relationships, wellness, and making the most of life after 50+.

Adults over 50 deserve to see travel and life represented by people who understand their priorities, questions, and possibilities. As travelers in this stage of life ourselves, we help hospitality, tourism, and lifestyle brands connect with mature travelers through authentic, relatable storytelling that builds trust because it comes from peers who share their experiences.

Who We Inspire



Adults 50+



Couples



Travelers



Hotel Guests



Cruise Enthusiasts



Multigenerational Families



Healthy Lifestyle



Active Travel Decision Makers

WHY BRANDS SHOULD WORK WITH MOVE WITH MACK

Authentic partnerships that connect brands with engaged adults 50+ through trusted storytelling.



Authentic Recommendations

We only recommend destinations, hotels, attractions, and products we've personally experienced and genuinely believe in. That trust is the foundation of our community.



Engaged Adults 50+

Our audience is made up of adults 50+ who are actively planning vacations, exploring new destinations, improving their health, and investing in meaningful experiences.



Story Driven Lifestyle Content

We don't simply showcase places.

We help our audience imagine themselves there through authentic stories, practical tips, and memorable experiences.



Multi-Platform Reach

Your partnership can be shared across multiple platforms, including:

- Facebook
- TikTok
- YouTube
- Blog
- Thrive Weekly Newsletter



Long-Term Relationships

We value long-term partnerships over one-time promotions and strive to become trusted ambassadors for the brands we represent.



Content With Purpose

Every piece of content is created with a goal:

- Inspire
- Educate
- Encourage
- Build trust
- Drive action

We welcome partnerships with destinations, hospitality brands, attractions, and organizations that inspire adults 50+ to travel, connect, and thrive.

OUR APPROACH

MORE THAN A PROMOTION

We believe the most effective partnerships don't feel like advertisements. They feel like trusted recommendations from people who have genuinely experienced a destination, hotel, attraction, or product. Every partnership begins with authenticity because our community values honesty above everything else.

OUR STORYTELLING PROCESS

Rather than simply showcasing a location, we help our audience imagine themselves there.

Our content answers questions such as the following:

- Why should I visit?
- What makes this place special?
- Is it worth my time and money?
- How will this experience make my life better?

By focusing on the experience rather than just the destination, we create content that inspires action and builds confidence.

PARTNERSHIP DELIVERABLES

Depending on the campaign, partnerships may include:



Hotel Features and Hosted Stays



Destination Features



Short-Form Video for Facebook, TikTok, Instagram and YouTube Shorts



Event Coverage



Long Form YouTube Features



SEO Optimized Blog Articles



Thrive Weekly Newsletter Features



Professional Photography



Long Term Brand Ambassador Programs

WHY IT WORKS

Our audience follows us because they know our recommendations come from real experiences. When we feature a destination or brand, we're not simply creating content. We're helping adults 50+ envision their own next adventure.



Our Community at a Glance

We built a loyal community of adults 50+ who trust our recommendations and value our content on travel, healthy living and thriving after 50

*Real People. Real Connections.
Real Impact*

WHY BRANDS CHOOSE MOVE WITH MACK

We create authentic stories that inspire travel, build trust, and motivate adults 50+ to take action. Our audience is active, engaged, and eager to discover what's next.



FACEBOOK

5,875+
FOLLOWERS

Strong organic reach
and 85% of views from
non-followers in 28 days.



TIKTOK

2,000+
FOLLOWERS

Fast growing
community
loving our travel lifestyle
and thriving after 50
content.



YOUTUBE

1,360

SUBSCRIBERS

Shorts drive the most
engagement with long
form conversations
building a deeper
connection..



WEBSITE

2,027
VISITS

LAST 90 DAYS

Resources, blog posts
and travel guides
created for and by
adults 50+

META AUDIENCE DEMOGRAPHICS

94.1% of our Facebook audience is age 35+
49.4% is age 55+

55-64 32.1%
35-44 17.5%

45-54 27.2%
65+ 17.3%

EXPERIENCES WE'VE SHARED

Every destination featured here was personally visited and authentically shared with our community through photos, videos, articles, and social media.



Hotel Indigo Gatlinburg, TN



MGM Grand Detroit



Norwegian Cruise Line



Anchor Down RV Resort

PARTNERSHIP OPPORTUNITIES

Meaningful partnerships. Authentic stories. Real impact.



MOVE WITH MACK

HELPING ADULTS 50+
TRAVEL, THRIVE,
AND LIVE BOLDLY

We Partner

WITH BRANDS THAT

- Inspire meaningful travel
- Elevate experiences
- Support healthy living
- Encourage adventure
- Create lasting memories

WAYS WE CAN COLLABORATE



CONTENT CREATION

Engaging photo, video,
and stories that showcase
your brand



DESTINATION SHOWCASE

Highlighting places,
hotels, and experiences
that inspire travel.



BRAND AMBASSADOR PROGRAM

Long-term partnerships
that build trust and
brand loyalty.



CAMPAIGN COLLABORATIONS

Strategic campaigns that
drive awareness and
engagement



PRESS TRIPS & EXPERIENCES

Immersive experiences
we authentically share
with our community.



SOCIAL MEDIA TAKEOVER

Put your brand in front of
our audience in a fun,
authentic way.

THE VALUE WE BRING



Trusted voices
in the 50+
travel and lifestyle
space



Highly engaged
audience that
takes action



Authentic
storytelling that
builds trust and
drives results



Professional,
reliable, and easy
to work with.

LET'S WORK TOGETHER



Ready to Inspire Adults 50+ Together?

Let's create authentic stories that inspire adults 50+ to travel, thrive, and live boldly.

kirsten@movewithmack.com

MoveWithMack.com

412-861-0007



facebook.com/MoveWithMack



tiktok.com/@therealmovewithmack



youtube.com/@MoveWithMack