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TOBI SCHWARTZ-CASSELL, NANCY SIPERA & JANET HUTCHINSON have launched *Girlfriendz Magazine*, a regional publication solely devoted to women ages 45 to 60. The premier issue has been mailed to 30,000 homes in Camden, Burlington and Gloucester counties. Hutchinson, Sipera and Schwartz-Cassell are starting the magazine as a quarterly and expect it to go monthly within two to three years. "Our goal is to empower, educate and entertain our audience, in a writing style that's engaging and informative with an emphasis on humor whenever possible," said Editor-in-Chief Schwartz-Cassell.