

# Older age is for those relentlessly pursuing a better life...

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I noted with interest this morning an article on Chrissie Hynde reported [in the Guardian](#) today that reported that (having cut out extraneous words):

*Hynde, at 71, is an advocate for keeping on keeping on with “no abatement of intensity. It’s the life of the artist. You never retire. You become relentless.”*

I think she has made the right choice because it is, of course, a choice that she has made.

I am well aware that by being an artist Hynde might well have provided herself with that option. The manual labourer might not have that option. Nor might they want it, but I am also not sure that Hynde was merely referring to the option of work: she was, I think, referring to the curiosity that drives life itself.

I am aware that many readers of the blog are older. Maybe it is because I am no longer youthful: perhaps we find each other.

What I do find encouraging is that there is a fire in many of the comments that suggests that many commentators are possessed of the relentless to which Hynde refers.

Life is, I think, about more than keeping on keeping on for as long as possible. It is about believing that there is a reason to keep on doing so.

The thing I hate most about marketing targeted at older people is that it suggests otherwise. So much of it is about pandering to comfort as we are encouraged to fade into obscurity and indifference collecting our last memories along the way before the capacity to do so disappears - which is the threat always implicit in the messaging. Call it money extraction for as long as that is possible, if you like.

Very politely, sod that. Chris's Hynde is right. Older age is for the chain gang of those relentlessly pursuing a better life for those to come:

<https://youtu.be/UQ8kbordCAg>

