

MEDIA RELEASE

18 February 2022

A new look *Voice for senior Territorians*

COTA NT has launched its *Seniors Voice* publication in its new newspaper-style format. Sponsored by Marshall and Cherry Perron for its first year, *Seniors Voice* includes news, opinion, letters and articles on lifestyle, health, retirement and more. It's the only free paper in the Northern Territory designed for seniors, published in print and online.

Seniors Voice launched on 17 February with an event attended by the COTA NT Board, staff, Members and invited guests. Marshall Perron, the paper's primary sponsor, said of the first issue, "The newspaper is excellent. Beyond my expectation... congratulations, we are proud to be part of the initiative."

Seniors Voice's design and content is created specifically for seniors and includes a larger than usual font size for easy reading, colour-coded sections and contemporary, eye-catching design. The first edition features news, articles and advice on retirement, health, lifestyle, aged care visitation, concession cards, elder abuse concerns and more.

"It has been a dream of ours for over two years to make *Seniors Voice* accessible to as many people as possible throughout the Territory. We are indebted to Marshall and Cherry Perron, who enabled us to create digital and print editions," said Sue Shearer, Chief Executive Officer for COTA NT. "The print edition is distributed to over 85 locations in the Territory from Wagait to Alice including libraries, electoral offices, shopping centres, newsagencies, seniors' halls and community centres. I thank my staff and a wonderful team of volunteers for all their work in creating and distributing a unique voice to more than 30 000 seniors."

Seniors Voice is available as a FlipBook reader and interactive PDF online via the COTA NT website; and in print as a 24-page, colour newspaper-style edition. The organisation will be publishing *Seniors Voice* quarterly during 2022. Opinion, questions or comments are invited by the Editor (ntseniorsvoice@cotant.org.au).

###

Media contact: Sue Shearer, CEO, COTA NT 08 8941 1004

- www.cotant.org.au/nt-seniors-voice/ - Digital publications (FlipBook Reader and interactive PDF) plus information about advertising, distribution and sponsors.
- Publishing quarterly – Feb, May, August and November 2022
- Advertising available from \$150 ex GST.

COTA NT is the leading advocacy organisation for senior Territorians

established 1969

COTA NT (Council on the Ageing) Inc, Spillett House, 65 Smith Street, Darwin NT 0800

Postal: GPO Box 852, Darwin NT 0801 | 08 8941 1004 | ceo@cotant.org.au | www.cotant.org.au

Registered Charity 86316991800