

MEDIA RELEASE

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Print publications preserve rights to access and connection

COTA NT, the peak body advocating for seniors in the Northern Territory has released three key publications in print this month. Each publication – the Seniors Month Calendar, Seniors Card Business Discount Directory and Seniors Voice – is free, accessible, useful and easy to read.

The publications are distributed to over 70 locations in the Territory, which are the most familiar and easy to reach for seniors. They include electoral offices, libraries, council offices, residential aged care, retirement villages, community and shopping centres.

“We really believe that these print publications have the power to create connections between community members,” said Sue Shearer, CEO of COTA NT. “We should all remember that having a reason to leave the house, pick up a paper, say hello to other people, discuss the latest news, have a gossip, or share opinions and plans can be - for some older Territorians - an extremely important way of staving off loneliness, as well as easily accessing key information.

“And whilst we back up what we print through cheaper and easier-to-update digital platforms, we know that many people, particularly seniors, prefer to consume information in print formats.”

The *Seniors Month Calendar*, produced by COTA NT on behalf of the Northern Territory Government, lists over 200 events and activities across the NT specifically designed for seniors. The calendar is eagerly awaited each year and as print deadlines wait for no-one; the calendar is backed by an online edition which enjoys an easy-update facility.

The *Seniors Card Business Discount Directory for 2024/25* features nearly 500 businesses who offer a discount to Seniors Card holders on their goods and services. Businesses are primarily based in the NT and NT Seniors Card holders are actively encouraged to shop locally and to visit ‘stores with a door’ wherever possible. The new print directory launches at the Royal Darwin Show (it goes online on 1 August).

Seniors Voice, a quarterly publication, features content curated specifically for seniors and is published in an easy-to-read font size and has sections dedicated to news, events, finance, health, fitness and lifestyle.

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Seniors Month Calendar - <https://www.cotant.org.au/territory-seniors-calendar/>

Seniors Voice - <https://www.cotant.org.au/nt-seniors-voice/>

Seniors Card Discount Business Directory online, ntseniorscard.org.au/discounts-directory