



SENIORS CARD



MEDIA RELEASE

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NT Seniors Card Business Partners

NT Seniors Card are supporting Territory businesses to support Territory seniors.

We are on the look out for businesses and services that are providing assistance to seniors through discounts, deliveries or special opening times.

COTA NT CEO Sue Shearer said, “There are almost 30,000 people over 60 years of age in the Territory. Businesses have always recognised that seniors are a growing and loyal market and we have almost 400 Territory businesses on the NT Seniors Card Discount Directory program. Now more than ever we need to support our businesses *and* support our seniors.”

Ms Shearer thanked the businesses that have provided support to Territory seniors through the program, “I acknowledge that it is tough at the moment and I want to thank those businesses that continue to provide discounts to seniors and in particular, those that have gone out of their way to assist older people in the community.”

Business partners already enlisted in the program are being promoted through NT Seniors Card’s Facebook page and through the online directory at ntseniorscard.org.au. Territory businesses that would like to promote their services through the program should get in touch at seniorscard@cotant.org.au or call 1800 441 489.

Territory business that provide a 10% discount - or equivalent special offers - for seniors receive a free listing in the printed and online discount directories and promotion through the Facebook page. Businesses can register for the program online at any time via the website, ntseniorscard.org.au.

The Northern Territory Seniors Card program is part of an Australia-wide initiative. In the Northern Territory, Seniors Card has been managed by COTA NT since February 2018, supported by the Northern Territory Government and private enterprise.

Members of the Seniors Card program have access to discounts from participating businesses for a wide range of goods and services. The program aspires to promote healthy and active lifestyles for its members whilst encouraging support for local Territory businesses.

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NT Seniors Card website and online discount directory is located at: <https://ntseniorscard.org.au/>

NT Seniors Card Facebook: <https://www.facebook.com/ntseniorscard/>