

MEDIA RELEASE

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NT Seniors Card 2019 Discount Directory launch in Alice Springs

Council on the Ageing NT along with The Honourable Dale Wakefield MLA are launching the Seniors Card 2019 Discount Directory at Megafauna Central with a celebratory morning tea on Friday 12 April.

This special edition of the Discount Directory marks the 20th Anniversary of Seniors Card in the Territory, and the Council on the Ageing NT are also celebrating their 50th year in the Territory.

The NT Seniors Card program was launched on 12 April 1999 in recognition of Territory seniors during the International Year of the Older Person.

The Northern Territory Seniors Card program is part of an Australia-wide initiative. In the Northern Territory, Seniors Card has been managed by Council on the Ageing NT since February 2018, as part of a five-year management term, and is 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.

“This is the second printed edition of the NT Seniors Card Discount Directory since COTA NT started managing the program last year, and I am very pleased to say that we have had over 100 new businesses join the program in that time.” says COTA NT CEO Sue Shearer. “Territory businesses recognise that seniors are a fast growing and loyal market, that are willing to pass on recommendations of good service by local businesses.” says Ms Shearer.

Territory business that provide a ten percent discount, or equivalent special offers, for seniors receive a free listing in the printed and online Discount Directories and promotion through NT Seniors Card Facebook page. Businesses that missed out on this year’s print directory can register online at any time through the website ntseniorscard.org.au.

COTA NT and The Honourable Dale Wakefield, Minister for Territory Families are inviting seniors and businesses to the launch of the 2019 NT Seniors Card Discount Directory at Megafauna Central, Todd Mall, Alice Springs on Friday 12 April, from 10am to 12noon. To register contact seniorscard@cotant.org.au or call 1800 441 489.

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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/>