

MEDIA RELEASE

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NT Seniors Card Launches the New 2020 Discount Directory

COTA NT are pleased to announce the NT Seniors Card 2020 Discount Directory is now available for Territory seniors to collect at distribution points across the Territory.

The printing of the Discount Directory was delayed this year due to coronavirus lockdowns earlier in the year. Sue Shearer, COTA NT CEO said, “We wanted to make sure that we gave all of our business partners the opportunity to be included in the directory, and we are really pleased that there are now over 400 businesses listed with the program.”

“We know that many Territory businesses are keen to get on board and offer seniors a discount on their services and products. Businesses recognise that seniors are a fast growing market, as well as being a market that is loyal and willing to pass on news of good supportive local businesses,” said Ms Shearer. “Businesses can register online all year round through our website ntseniorscard.org.au if they missed this year’s print directory.”

Seniors can collect their new directories from COTA NT at Spillet House, the 50 Plus Centre in Alice Springs, electoral offices, libraries, council offices, Territory Families shopfronts and some seniors’ organisations.

The Seniors Card program celebrated its 21st year last year. COTA NT CEO Sue Shearer said, “When the seniors card program was introduced in 1999, there were an estimated 11 000 persons over 60 years of age in the Territory. Today there are almost 30 000.”

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, 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 and reduce the cost of living whilst encouraging support for local Territory businesses.

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.

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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/>