For Immediate Release

**Earning the Right to Serve Boomers and Seniors**

~Contact.City~, ~Date.Current~.  .   It's a movement, and it has arrived in~Contact.City~.   ~Contact.First Name~ ~Contact.Last Name~ just completed successfully a program to learn more about what Boomers and Seniors want from the businesses that serve them.

~Contact.First Name~ ~Contact.Last Name~ is our community's latest Member of the International Age-Friendly Business® Alliance, and made a commitment to help raise the standard of service for the age 50+ in ~Contact.City~.

All too often we hear the complaint that businesses know about their products and services, but they don't know about the people they serve. Age-Friendly Business® is out to change that.

By showing businesses how to offer a more respectful, targeted, and age-relevant customer service, those in the age 50+ age bracket can know they are getting the service they deserve.

So why focus on the Boomers and Seniors?  They represent almost half of our population, hold between 77% - 80% of all the wealth, and control 50% of discretionary spending.  Those in the 50+ age bracket are a powerful group, yet according to an Ipso Reid poll, 40 % of Baby Boomers feel ignored; and in a popular retirement city,  seniors went so far as to say that they felt down-right invisible.

Ageism is an important social issue to tackle, and businesses and professionals like ~Contact.First Name~ ~Contact.Last Name~ are helping to change how we see and serve our age 50+ citizens.

To learn more about the new International Age-Friendly Business® Alliance program, and other programs offered by Age-Friendly Business®, go to [www.AgeFriendlyBusiness.com](http://www.AgeFriendlyBusiness.com), or contact Rhonda Latreille at 604-542-9471.

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