

## **Finding bargains for seniors**

### **Detroit Free Press**

There are now 35 million people age 65 and older in the United States, 10 times more than in 1900.

And by 2030, the number of seniors will double to 70 million.

Apparently, the aging of the baby boom generation is affecting the discounts offered to seniors by restaurants, retailers, airlines and others. Doug Brown, founder of <http://www.seniordiscounts.com/>, says bargains are either decreasing or the amount of a discount is less than it used to be.

Retailers say they cannot afford these discounts because of the senior boom.

Nonetheless, [seniordiscounts.com](http://www.seniordiscounts.com), which is based in Albuquerque, N.M., is dedicated to finding good deals for folks 50 and older anywhere in the country. The site does not claim to always find the best price but a bargain of some kind.

You can sign up for a free e-mail newsletter and register for savings of up to 65 percent on name-brand drugs at more than 40,000 participating pharmacies.

Discounts are available on a wide variety of merchandise, from airline tickets to beauty supplies. Just click on the search button and enter your ZIP code or the city where you reside to see a list of categories such as retail, airlines and entertainment.

Click on a category to see what stores in your area are making discounts available to seniors - with maps included.

For more information, call (800) 372-7513.

- Staff writer Pete Alfano

SOURCES: Detroit Free Press; <http://www.seniordiscounts.com/>