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NEW WEB SITE TO EASE SEARCH OF SENIOR DISCOUNTS

An increase in Internet use by senior citizens has prompted one company to look at easier and more effective ways to help them save money. Albuquerque-based SeniorDiscounts.com has now launched its new Web site, which lists discounts available to people ages 50 and over. The idea started when Douglas Brown, chairman of SeniorDiscounts.com, went to a movie theater one night and realized he qualified for significantly discounted ticket pricing. When he went home to research other businesses that might possibly offer discounts, not many were found. Brown then has the idea to design his own Web site aimed at making a directory of local businesses that offer discounts to senior citizens. Research shown that the senior citizen audience is the fastest-growing age group, both in terms of population and Internet usage, but there aren't that many sites that cater to this demographic. "SeniorDiscounts.com has an opportunity to fulfill a need that until now has been overlooked – the need to consolidate all discounts available to seniors in one easy-to-use Web site," he said. "The site was designed with seniors in mind, so we've made it simple to search for discounts and to add discounts we may not have discovered yet." The details of the site include the business's address, phone number, and map to the location. The user may then click on the listing to gain access to these details or go directly to the vendor's site to make reservations. With more than 25,000 discounts currently listed, SeniorsDiscounts.com is growing daily. Users can also add discounts that are not currently listed.