

Council for Older Adults

OF DELAWARE COUNTY

January 3, 2012

Dear Friends of the Council for Older Adults,

We are pleased to announce that we are in the process of updating our Delaware County Senior Services Directory for 2012-2014. Our Directory is a free, high-quality publication which will be distributed to older adults and their families throughout Delaware County. You have the opportunity to advertise your business or organization in this directory, providing high visibility for you while helping us underwrite the cost of this publication.

The new directory will contain updated information about services available to older adults and is planned for distribution in April 2012. It will contain a number of very helpful features in an easy-to-read format with tabbed sections for easy referral. All advertisers will be listed in a special advertiser index in the directory at no extra charge. The directory will also be available for viewing on our website – www.growingolder.org.

Over the next three years, **10,000 copies of the Directory** will be distributed at various venues throughout the Central Ohio area:

- ◆ Health fairs
- ◆ To our 800 + clients
- ◆ Visitors to Council offices
- ◆ To the over 3,000 members of Senior Citizens Inc.
- ◆ At our annual Summer Festival
- ◆ At the Delaware County Fair
- ◆ Health care facilities and physicians offices
- ◆ Senior organizations and clubs
- ◆ Senior housing and extended care facilities
- ◆ And many other locations!

Please review the enclosed material about ad rates and sizes. You may mail or simply fax back the information. Please note that the final deadline to reserve ads is February 21, and payment will not be due until March. We greatly appreciate your support of our efforts to better inform our older population of the senior services available in Delaware County.

Thank you,

Stephanie Seery

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"Helping Delaware County become a better place to grow older"