

FOR IMMEDIATE RELEASE

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Press Release

WILTON SOCIAL SERVICES DEPARTMENT INTRODUCES SENIOR DISCOUNT & SERVICES PROGRAM

Wilton Social Services is pleased to announce the roll out of the Senior Discount & Services Program. The program provides a comprehensive online guide to discounts and services offered to senior residents (age 65 and older) at over 20 participating Wilton based businesses and organizations. Senior residents can simply show an ID to qualify for available discounts. While the brochure is primarily an online resource available on the Town of Wilton website (www.wiltonct.org), printed copies will also be available at the Wilton Senior Center at Comstock Community Center, the Wilton Town Clerk's Office at Wilton Town Hall, Wilton Chamber of Commerce, Ogden House, and Wilton Commons.

Sarah Heath of Wilton Social Services said "We are thrilled to be offering the Senior Discount Program in Wilton for both the seniors in town and the Wilton businesses. We hope any Wilton resident over 65 takes advantage of the opportunities available to them as highlighted in our brochure."

A number of neighboring communities, including Ridgefield and Fairfield, offer similar programs which have been very well received by both businesses and senior residents. A number of Fairfield businesses reported they saw a significant increase in foot traffic and increased sales. This program will encourage seniors to shop locally and enjoy savings while spending is kept in the Wilton community. The Board of Selectmen, the Wilton Economic Development Commission, and the Wilton Chamber of Commerce have all shown their support for the program.

Any business or organization that is interested in joining the program, should contact Sarah Gioffre at sarah.gioffre@wiltonct.org or (203) 563-0129 or Sarah Heath at sarah.heath@wiltonct.org or (203) 834-6238.

Press Contacts:

Sarah Gioffre
Coordinator of Community Affairs
Office of First Selectwoman, Town of Wilton
(203) 563-0129, x 1128
sarah.gioffre@wiltonct.org

Sarah Heath, Director of Social Services
Town of Wilton
(203) 834-6238
sarah.heath@wiltonct.org