

Are You Looking for Brand Exposure with Seniors?

May is Older Americans Month and once again the Council on Aging and Rose Baker Senior Center will be celebrating older Americans all month with special events and activities. The theme of this year's OAM is "Communities of Strength". We exemplify that theme here on Cape Ann so let's show our seniors some love. The culmination of our month of honoring seniors will take place on Wednesday, May 26th with a "Celebrate Older Americans" drive through gift bag distribution in the parking lot of the Senior Center. We will also drop gift bags off to seniors in all 5 of Gloucester Housing Authority's senior housing complexes. If you would like to provide an item to be included in the gift bags, please plan to provide 140 of the item and please plan to get them to the Senior Center by Friday, May 21st. If you'd like to discuss what types of branded promotional items seniors tend to really like, or if you have any other questions or simply want to sign-up to provide something for this event, please contact Gloucester's Director of Elder Services, Elise Sinagra at 978-325-5815 or at esinagra@gloucester-ma.gov