

The American Society on Aging and the Business Forum on Aging Business and Aging Awards



Purpose of Award

The awards recognize for-profit companies for exemplary programs and services that meet the needs of older people and their families, expand public awareness of the private sector's increasing involvement with older adults and create performance models for other companies to emulate.

Examples include human resources programs, initiatives responding to community aging needs, employment and volunteer programs for older workers and retirees, and work and family benefits and initiatives.

Some past winners are:

- The Hartford Financial Services Group
- [SeniorDiscounts.com \(Article Below\)](#)
- Healing Arts Communications
- PacifiCare
- Catalyst Benefits, Inc.
- Wells Fargo
- Souther Calif. Edison
- Pfizer Inc.
- Wheeler Kearns Architects
- Ceridian LifeWorks Services
- Home Instead Senior Care
- Alzheimer's CAREGiver Training Program
- Lifeline Systems
- Georgia Power
- SBC Communications
- Sit and Be Fit
- Southwest Airlines
- Vialog Corporation
- IBM
- Age Wave
- Work/Family Directions
- Metropolitan Life Insurance Company
- May Department Stores
- Moving Solutions

American Society on Aging, Business and Aging Awards 2005
Contact Paul Kleyman
American Society on Aging
paul@asaging.org
415-974-9619

THE HARTFORD FINANCIAL SENIOR DISCOUNTS.COM

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Philadelphia, Pa.—The financial services firm The Hartford and SeniorDiscounts.com, an online directory of age related discounts, are the winners of the American Society on Aging (ASA) 2005 Business and Aging Awards in categories for large and small companies. ASA also presented Honorable Distinctions to PacifiCare for its “A Solution for Caregivers” program, and Healing Arts Communications for its work with family caregivers and care providers. The awards were presented at the 2005 Joint Conference of the ASA and the National Council on the Aging in Philadelphia, March 10-13. ASA’s Business and Aging Awards, given annually to large and small companies, recognize exemplary company programs that meet the needs of older adults and their families, expand public awareness of the private sector’s increasing involvement with older adults, and create performance models for other companies to emulate.

THE HARTFORD FINANCIAL SERVICES GROUP With the “car keys” as a symbol for independence and dignity for older Americans, many of their families have increasingly become concerned about their loved ones’ ability to continue to drive safely. As a result, The Hartford Financial Services Group, Southington, Conn., launched its “Family Conversations Public Education Campaign” in partnership with the Massachusetts Institute of Technology’s AgeLab. In 2004, The Hartford published *We Need to Talk*, a hands-on guide for older drivers and families struggling to preserve independence yet maintain safety. This free guide is available at through the companion website www.thehartford.com/talkwitholderdrivers was developed as a result of focus groups and a national survey of over 3,000 drivers over age 50. In addition, the 10,000 volunteers in AARP’s Driver Safety Education Program are using the booklet in their driving classes nationally. The Family Conversations website was created on principles of good design for the 50-plus populations. With its ease in navigation, including ample white space and appropriately sized font for readability, it also includes the capability to increase the font size. The website also features downloadable worksheets and a downloadable PDF of the *We Need to Talk* brochure. The publication offers families a vehicle with which to discuss driving safety, from positive conversation starters to advice on who should open the discussion. The guide also features various resources, including a warning signs checklist, strategies for alternative transportation, worksheets and checklists. For many years, The Hartford, Inc. has shown its support for older people through various programs and partnerships, and through collaborations with other organizations dedicated to the health and well being of the aging population.

SMALL COMPANY WINNER: SENIORDISCOUNTS.COM SeniorDiscounts.com, founded in Houston, Texas, in April 2001, is a resource of discounts for people aged 50 and older. The company locates existing discounts and creates new ones from subscribing businesses. In addition, SeniorDiscounts.com publishes a free e-mail newsletter with a circulation of 60,000 elders weekly, and its website receives about 100,000 visitors per month. The company provides a forum for older adults to share information with others. Elders can locate discounts geographically as well as by discount type. The discounts provided include the names, addresses, contact information business names, addresses, contact information, and links to business-specific websites, as well as maps to the locations providing the discounts. The website, newsletter and search engine all provide resources for seniors and a way for businesses to promote their commitment to the community of those 50 or older. In addition, SeniorDiscounts.com plan to introduce their newest program, The SeniorDiscount Card and Guide Book in 2005. The Senior Discount Card will offer, for an annual fee, additional discounts for seniors who are 55 years and older. The Guide Book is a printed version of the national online database published by SeniorDiscounts.com, which will be available to members and a select number of businesses.