



Dear Valued Merchant:

The *SOMA Two Towns for All Ages* program is a joint initiative between Maplewood and South Orange to promote healthy aging in our towns. Through this program, we are using a multifaceted approach to increase and improve services and experiences for older residents in both towns

Did you know that approximately 4,000 residents in Maplewood and South Orange are over the age of 65? And older, local residents are loyal customers, want to be out in their community and are more likely spend money locally. Local seniors want to shop and use the services offered in our towns. That is why they have remained, returned or relocated here.

The *SOMA Two towns for all ages* program is offering a new opportunity for local businesses, based on and expanding the very successful senior discount program, the "South Orange Classic Card". The *Two Towns for All Ages Classic Card* is free to seniors in both Maplewood and South Orange. Participating businesses decide on a discount or other special offer for card holders, which will be offered when a customer presents the card.

We hope your business will join us in this important program. Your business will benefit, just as our seniors will. You will be promoted on the *SOMA Two Towns for All Ages* website, in print directories, promotional mailings and e-blasts.

We are eager to list you among the participating merchants. Please let us know if you will join us.

Sincerely,

Cathy Rowe, Coordinator  
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