

## OFFICE OF FIRST SELECTMAN VICKI TESORO

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First Selectman Vicki Tesoro, Economic and Community Development Director Rina Bakalar, Director of Human Services Michele Jakab, and the Trumbull Senior Citizens Commission jointly announce that the Town of Trumbull now has a Senior Discount Program, valid at participating local businesses.

Businesses that participate in this program offer discounts, incentives or loyalty programs to senior citizens. While most businesses in the program offer discounts to senior citizens who are age 65 and over, others offer discounts for those as young as age 55 and over.

To receive a discount, residents should show the participating business their identification demonstrating that they are Trumbull residents of qualifying age.

The program includes a one-stop directory of merchants that provide discounts and incentives to senior citizens. The directory indicates the specific discount offered by each businesses. Participating businesses will be featured prominently on the Trumbull town website, Trumbull town social media pages, and by the Chamber of Commerce. In addition, a hard copy of the Town of Trumbull Senior Discount Program brochure will be produced and made available at the Trumbull Library, Town Hall, and Senior Center.

Participating establishments will have an opportunity to be featured as the “Business of the Week” on social media. Establishments will receive a small window cling advertising that they are proud participants in the Town of Trumbull Senior Discount Program.

First Selectman Vicki Tesoro states, “I am thrilled that more than 70 individual businesses in Trumbull have signed up to participate in this important program. It is a priority of my administration to help our seniors, as we continue to work hard to keep Trumbull a community of choice.”