

Oscar Launches A Better Deal For The Over 50s

Submitted by: Senior Concessions

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Everyone over 50 could be £1,200 pa better off.

New website Oscar estimates that the 21 million [over 50shttp://www.oscaruk.co.uk] can save more than £25bn if they take full advantage of the wide range of offers and benefits open to them. This is equivalent to having an additional £1200 p.a. each in income. And every 40 seconds another person in the UK turns 50.

Oscaruk.co.uk, operated by Senior Concessions Ltd, is the only website which gives the over 50s free help and information about their benefits and entitlements, as well as giving members access to a unique list of nearly 4000 concessions and discounts.

Oscar has searched out offers and concessions specifically available to seniors from a huge range of sources. Many of these are difficult to find, and often come from unexpected sources – discounts range from membership of the Airship Association to Wolverhampton Wanderers season tickets and Zeffirellis Four-Screen Cinema.

David Douce, Editor at Oscar, said “In the current economic conditions, many over 50s are being hit hard by inflation and the threats to [pensionhttp://www.oscaruk.co.uk] funds and other investments. This is the right moment to make these discounts available to as wide an audience as possible, and to stimulate new offers.”

Oscar has been building its concessions and franchise over the past 4 years and is stress tested by loyal clients. The new site launches with deals in:-

- Holidays
- Transport
- Hotels and Accommodation
- Fitness, Sport & Health
- Gardening
- Days out
- Eating out
- Entertainment
- Financial
- Opportunities
- Shopping & gifts
- Association Membership

“We are going further – the number of offers we have will quickly grow to nearly 10,000”, says David Douce. “At the same time we shall be fighting for the over 50s across a range of issues.”

Senior Concessions Ltd is an independent company based in Leeds and backed by a strong leadership team. Chairman Peter Simpson was formerly the Commercial Director at First Direct. Marketing Director Glenn

Patterson is Managing Director of Intermarketing and Communications Limited the successful Leeds-based agency. Managing Director Liz Simpson is the highly respected ex-head of Direct Marketing at First Direct. David Douce is a writer and Research Consultant with extensive experience in the over 50s market.

“Oscar may seem like a wise old owl”, says David Douce, “but we are a ruthless hunter seeking out opportunities and deals for the over 50s”.

For more details about Oscar, please contact

David Douce
Editor
Oscar
07836 610445
David.douce@oscaruk.co.uk
3-5 Alma Road
Headingley
Leeds
LS6 2AH

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