

LOSING BRAIN CAPACITY IS SILVERSURFERS MAIN HEALTH CONCERN

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Silversurfers.com pledges to support Alzheimer's Society awareness efforts

Over 50s top four health concerns: Losing brain capacity 36%; Aching joints 22%; Emerging cancers 11%; Unhealthy heart 9%; Poorer vision & eyes 6%

LONDON, September 29 2016 – Over 2,200 Silversurfers voted on their main health concerns as they get older. Martin Lock, CEO, Silversurfers.com (<http://www.silversurfers.com>), stated: "With people living longer*, it's no surprise that the over 50s are concerned about all aspects of their health and how to maintain it. In our poll our member's top medical concern was 'losing brain capacity' as the disease is becoming more widespread. The Alzheimer's Society predicts 1 million Brits will suffer with dementia by 2025. Although there are ongoing clinical trials and research into cures continues, the NHS will be hard pushed to cope with the predicted number of Alzheimer sufferers."

With families facing rising care costs and the NHS straining to meet the needs of the population today, there are real concerns that our older generation will face even greater serious care issues in the coming years. Martin Lock continues: "It is because of this that we support the Alzheimer's Society with Facebook posts and articles on Silversurfers.com to raise awareness of Dementia and Alzheimer's."

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For further information please contact:

Denise Pritchard, Marketing Director, Silversurfers

e: denise.pritchard@silversurfers.com

m: +44 (0) 7917 70 00 17

Notes to Editors:

2,204 people aged from 50 to 80+ voted in Silversurfers.com's Poll 'What is your main health concern as you get older?'

*The Office for National Statistics states In 2012 to 2014, life expectancy for newborn baby boys was highest in Kensington and Chelsea (83.3 years) and lowest in Blackpool (74.7 years). For newborn baby girls, life expectancy was highest in Chiltern (86.7 years) and lowest in Middlesbrough (79.8 years).

About Silversurfers.com

The Silversurfers brand is the generic term for the over 50s on the Internet.

Silversurfers.com is a unique and informative lifestyle website and social network exclusively for the online community of over 50s. The site was developed by an experienced team all aged over 50 in response to the growing number of internet users aged over 50, which currently stands at over 16 million. The management team has extensive knowledge of the digital world. Commercial, editorial, marketing, sales and digital expertise is supported by a diverse board which is guiding the business's rapid growth.

Silversurfers.com is a trusted and friendly online community environment providing news, reviews, features and offers from leading brands. Key sections include: Silvercard+ (discounts), "Speakers Corner", (where visitors can vote and comment on a large range of subjects), Barometer Surveys, "Best of The Web": (a round-up of useful websites covering over 200 topics ranging from health and wellbeing, travel and finance to cars, technology, sport and gardening), Showcase, where members publish their own content and Silversurfersdating.com, an online friendship site for the over 50s.

Its widely-used community and social media sites (the largest UK over 50s social media Facebook site with +360,000 followers with average interaction rates up to 1 million people per week and posts reaching over 12 million people) provide an integrated social experience for users who want to meet new friends, connect with old friends and share information online.