



**Kilkenny
Chamber**
Advancing business together

DATE

Dear **<Recipient Name>**,

REAP THE BENEFITS OF BECOMING AN ACCREDITED AGE FRIENDLY BUSINESS!

Did you know that across the EU, older people are responsible for 50% of consumer spending? It's easy to become an accredited Age Friendly Business and reap the benefits for all concerned. All you need to do is sign up and participate in the forthcoming Age Friendly Business Recognition Programme. It's free to take part and there are just 5 simple steps:

- **STEP 1** – Sign up and nominate an 'Age Friendly Champion' for your business.
- **STEP 2** – Set aside 1 hour for nominated staff to complete a short online Elevator Dementia Awareness training course.
(Training Course Link: www.elevator-pst.com/?page_id=5763)
- **STEP 3** - Attend a 2 hour Age Friendly Workshop at Kilkenny Ormonde Hotel on Tuesday 19th February from 11am to 1pm, after which finger food and light refreshments will be served. If you can send along more than 1 staff member, all the better!
- **STEP 4** - Consult with some of your older customers to find out what improvements they would like to see. For example, use of larger fonts on printed materials and signage, providing chairs with armrests, placing products within easy reach etc.
- **STEP 5** - Develop and implement 3 Age Friendly actions, in response to the concerns of your older customers, in order to become an accredited Age Friendly Business and highlight this by displaying your Certification and a Window Sticker at your business premises, as well as being listed online at agefriendlyireland.ie and included in local media coverage.

This is a win-win opportunity and places will be allocated on a first come, first served basis, so don't delay and sign up today by emailing us at admin@kilkennychamber.ie or calling 056 7752767. The closing date for sign up to the forthcoming programme is Thursday 31st January.

We look forward to hearing from you.

Yours sincerely,

<Signature>

<Name> on behalf of the Kilkenny Age Friendly Steering Committee



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Ireland**
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