

FOR IMMEDIATE RELEASE

Contact: Joe Zagorski

Phone: 214-750-6601

MARKETGARDEN RELEASES “2008 AGING REPORT”, BRIEFING MARKETING EXECUTIVES ON THE DYNAMICS OF TODAY’S SENIOR MARKETPLACE

(DALLAS, TX) – Companies marketing products or services to seniors will find a wealth of insights and inspiration in the *2008 Aging Report*, MarketGarden, LLC’s latest executive brief featuring research and commentary on this expanding and often elusive consumer group.

MarketGarden, a full service, Dallas-based brand consultancy and integrated marketing communications company, compiled the information as part of its ongoing service to senior segment clients such as Cantex Senior Communities, Elysian Hospice and The Covenant Group.

In summary, the report provides an overview of today’s broad, expanding senior market, suggesting various segmentation approaches for marketing planners and insights into the selling process gleaned from one-on-one depth interviews with seniors and their caregivers.

“We started surveying the market back in 2005 when we began working on various marketing projects aimed at the senior segment,” said Joe Zagorski, MarketGarden partner and author of the report. “Since then, our knowledge base has grown, and we now use the report to serve current clients and attract new ones.”

If you are on the MarketGarden senior market mailing list, you’ll probably receive the *Aging Report* tucked inside a vintage album cover, featuring such artists as Woody Herman, Guy Lombardo or The Everly Brothers. Each record shipped comes wrapped with a banner asking the question, “Are Seniors Listening to Your Marketing Message?”

Inside the album cover is the report, along with the original vinyl record re-labeled with such facetious, fictional tunes as “Make Momma Happy” or “Kiss Me (Time’s A Wastin’)”, part of the innovative touch added by MarketGarden’s creative director and partner, Bill Reed.

“We wanted to have some fun with it,” said Reed, who designed the report cover and package. “Unless you still have a turntable, you wouldn’t be able to listen to these records anyway.”

As an alternative to sending the report inside a record album, MarketGarden also offers the report to anyone emailing the company to request a PDF version of the file.

Considering that there are more people age 50 and over in the U.S. today than there are in the entire nation of Canada – purchasing everything from toys to travel to tickets and T-

birds – MarketGarden’s *2008 Aging Report* is a must for anyone trying to sell goods or services to seniors.

To receive an electronic copy of the *2008 Aging Report*, email MarketGarden at info@marketgardenllc.com or call Joe Zagorski at 214-750-6601. For more information about MarketGarden, visit www.marketgardenllc.com.

###