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Senior Citizen Gold Card

George Moscone

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Dear San Francisco Merchant:

At a press conference in my office this morning, I announced the establishment of San Francisco's first Senior Citizen Discount Program and I would like to take this opportunity to ask you to become a part of this important program.

San Francisco has the highest concentration of senior citizens of any major urban area in the country. With 151,000 San Franciscans over the age of 60, senior citizens represent an important segment of our City.

Each and every one of these 151,000 San Franciscans has needs and interests not unlike yours and mine. But, for many reasons, they are not always able to take a full and active part in society. Mandatory retirement, reduced and oftentimes stable incomes, and declining health and mobility all serve to restrict the senior citizen from receiving the full benefit of what is done to insure that our senior citizens — your parents and mine — are able to live their senior years to the fullest.

That is why the San Francisco Commission on Aging and the Mayor's Office, along with a tremendous corps of volunteers, have developed and are working to implement the Senior Citizen Discount Program. I have enclosed with this letter a brief description of the discount program along with a postage paid return envelope to make your participation easy.

Let's all chip in to make this program work — for our City, for our seniors, and for ourselves. It's good for business today and for this vital segment of our population.

Thank you in advance for your help.

Sincerely,

George R. Moscone
Mayor
WHAT IS THE SENIOR CITIZENS DISCOUNT PROGRAM?

The Senior Citizens Discount Program in San Francisco is a joint program undertaken by George R. Moscone, Mayor, and the San Francisco Commission on the Aging. The intent of that program is to help senior citizens increase their purchasing power by recognizing them as a special and unique population and providing to them discounts on the purchase of goods and services.

HOW CAN WE IDENTIFY SAN FRANCISCO'S SENIOR CITIZENS?

Any individual, 60 years of age or older, may by presenting proper identification at the San Francisco Commission on the Aging be issued a Senior Citizen's Gold card (sample enclosed). That gold card will be recognized by hundreds of merchants in San Francisco and literally thousands of merchants throughout the entire State of California.

HOW IS THE PLAN OPERATED?

Merchants are encouraged to participate in this program through mail and personal request. Each merchant may set his own terms and conditions for participating in the program and may want to consider such things as providing a 20% discount to cash customers; providing discounts on certain days of the week that could be used as a pick up on "slow days", or by providing special discounts on certain lines of merchandise most likely to be needed and used by older San Franciscans. Once a merchant has agreed to participate, his store will be identified by a window placard and his name will be listed in directories published and distributed to all senior citizens in San Francisco, identifying those merchants that participate in this program.
SAN FRANCISCO  
SENIOR CITIZEN'S DISCOUNT PROGRAM

Yes, I would like to participate.

NAME OF BUSINESS OR SERVICE______________________________

ADDRESS_______________________ ZIP CODE__________

TELEPHONE______________________________

TYPE OF BUSINESS OR SERVICE______________________________

NAME OF MANAGER OR OWNER______________________________

DESCRIPTION OF DISCOUNT OR SERVICE OFFERED______________________________

____________________________________________

AMOUNT_________%

SPECIAL CONDITIONS________________________________________

____________________________________________

ADDITIONAL COMMENTS________________________________________

____________________________________________

I hereby authorize the listing of my store or services as a participant in the San Francisco Senior Citizen Discount Program, describing discounts or special privileges as indicated above. I realize that this information will be distributed locally as described in the information sheet. I will notify your office of any changes in the terms and conditions of my participation.

Signed________________________________________ Date________________________________________

San Francisco Commission on the Aging
1095 Market Street
Room 700
San Francisco, California 94103