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FOR IMMEDIATE RELEASE:

Margate Senior Center Welcomes Travel Agent

Margate, Fla., February 26, 2007 – With baby boomers turning 60 daily in 2007, senior centers are challenged to provide for the interests of this new group of seniors. Project Director of the Northwest Focal Point Senior Center in Margate, Yolanda Rodriguez, says the key to the survival of senior centers everywhere is attracting baby boomers with innovative programming, especially within the areas of travel and competitive pricing. “Everybody lives to go on vacation and everybody loves a good deal,” said Rodriguez. To meet this challenge, the Northwest Focal Point Senior Center has partnered with professional travel agent and franchise owner Doris Reed of *Cruise Planners*. Reed will open a satellite office starting March 5 at the Northwest Focal Point Senior Center.

Reed, a Margate resident, has worked in the travel industry for 32 years. “I take the greatest pleasure in matching people up with the right destination for them. Plus, I know the bargains,” Reed said. Recently she has been booking travel for members of her condominium association. Her largest group traveling together was more than 120 people.

In a recent survey taken at Northwest Focal Point, the number one travel destination for seniors is Las Vegas, followed by New York, Hawaii, Alaska and California’s wine country. “We find that one of the most attractive services to the baby boomers is group travel,” said Rodriguez. “Finding Doris is the perfect private-public partnership.”

So for the first time in its 30-year history, the Northwest Focal Point Senior Center will have its own travel agent to help center members book cruises and overnight stays for any travel destination in the world. Reed’s office hours will be Monday, Wednesday and Friday from 2 p.m. to 5 p.m. or by appointment.

Founded in 1976, Northwest Focal Point Senior Center offers more than 50 recreational, educational and social activities designed to improve the quality of life for seniors 60-and-over. Membership is complimentary. Those interested in joining the Northwest Focal Point Senior Center or becoming a volunteer are encouraged to call the Senior Center at 954-973-0300.

The Center’s programs are administered by the City of Margate and supported under an agreement with the Florida Department of Elder Affairs and the Area Agency on Aging of Broward County, Inc. through the Older Americans Act of 1965 and State Community Care for the Elderly grant funding. Log on to <http://www.margatefl.com/seniorct/index.html> for more information.

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