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SEDGWICK COUNTY, KANSAS  
COMMUNICATIONS

# NEWS

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## **FOR IMMEDIATE RELEASE**

### **Sedgwick County Department on Aging Senior Expo -- Good Way to Reach Seniors**

(Sedgwick County, Kansas) -- Mark your calendars for a great opportunity to share your service information to adults ages 55 and older from Sedgwick, Harvey and Butler Counties. Sedgwick County Department on Aging and Central Plains Area Agency on Aging's (CPAAA) are hosting their annual regional event -- Senior Expo 2004. This year Senior Expo will be held on September 23, 2004 from 9am-3pm at Botanica, The Wichita Gardens, Exploration Place, The Old-Cowtown Museum, and The Mid-America All-Indian Center. Senior Expo is held annually to educate older adults about services available to them as well as health issues. This event is also meant to emphasize the positive aspects of aging by showcasing recreational and social opportunities and encouraging healthy and active lifestyles.

The first Senior Expo began in 1986 at the Wichita Mall with approximately 700 attendees and 30 vendors. This event has grown substantially, in 2003 Senior Expo had an 11% increase in attendees 55 years and older, totaling 3,300 people. Vendor capacity has increased to 120 and now the event is held in four of the most popular attractions in Wichita.

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If your agency, company has products or services that are targeted toward adults 55 years and older please consider Senior Expo as an advertising opportunity. This event is an excellent chance to reach a large number of older adults in one short day. If you are interested in participating in Senior Expo 2004 or would like more information about the event please contact Monica Cissell at 660-5229 or Jenny Reynard at 660-5139.

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