



## News Release 12<sup>th</sup> January 2012

### New Free Competitions for the over 60s launched By the Concessionary Travel Club

The over 60s now have a chance to lighten the financial gloom in 2012 thanks to a new free competitions scheme.

Launched by the Concessionary Travel Club, "Time for a Break" competitions give the over 60s the chance to win free prizes in a monthly draw.

"Older people on fixed incomes are really feeling the pinch with rising inflation and energy bills. The idea behind these free competitions is to give them a chance to take a break and get out and enjoy themselves" said Jeff Gargan, founder of the Concessionary Travel Club.

"The competitions run monthly and are free to enter on our web site at [www.concessionarytravel.com/competitions](http://www.concessionarytravel.com/competitions). There's normally a fairly simple question to answer, just to make it a bit of fun" added Gargan.

According to Gargan the competitions aim to cater for all types of leisure interests.

"Over the last 3 months we've been running a pilot scheme to find out the sort of prizes people were interested in. High on the list were heritage, conservation and gardening. But there were also many people that just wanted to pop down to the pub to meet their friends. We've responded to that by offering free membership of the National Trust and Royal Horticultural Society as well as vouchers at the Wetherspoon pub chain amongst the prizes on offer", said Gargan.

Gargan now plans to grow the number of competition partners offering prizes to the over 60s as part of the "Time for a Break" competition series.

"New competition partners will be joining us because we're addressing over 8 million people over 60 who already have a bus pass. So it's a smart business decision for partners to work with us to promote their products to that audience. By contributing prizes, our partners also know that they can make a real difference to peoples' lives in difficult financial times" he said.

#### Further Information

Please contact:

Jeff Gargan

Founder

The Concessionary Travel Club

[www.concessionarytravel.com](http://www.concessionarytravel.com)

E mail [jeff.gargan@concessionarytravel.com](mailto:jeff.gargan@concessionarytravel.com)

Phone (mobile) 07802 222686

© Concessionary Travel Club

[www.concessionarytravel.com](http://www.concessionarytravel.com)



### **About the Concessionary Travel Club**

The Concessionary Travel Club started with the simple aim of helping older and disabled people make the most of concessionary travel to keep active and save money. Each destination on our web site has a pre-built link to a journey planner. So by entering their own post code the traveller can plan their bus journey there with just a single click. Our work has been endorsed by Baroness Joan Bakewell and the Government Departments of Health, Work & Pensions and Transport.