



## CONNECTICUT SENIOR GAMES – KEY MARKETING POINTS

- Any Connecticut athlete 50 years of age and older can participate in the Connecticut Senior Games.
- Connecticut Senior Games are recognized by the National Senior Games Association and endorsed by the Connecticut Governors Council on Physical Fitness.
- The 50+ market is widely acknowledged as the most affluent demographic in the U.S. It is also the fastest growing demographic in the country. Someone turns 50 every seven seconds for the next six years.
- Connecticut Senior Games medallists qualify for the National Senior Games competition which is held every other year. A minimum of 10,000 athletes from 50 participating states compete in this two week long event.
- The Connecticut Senior Games are the official Senior Games of Connecticut and the largest Masters multi-sport competition of its kind in Connecticut each year.
- The Connecticut Senior Games celebrated its 27<sup>th</sup> Anniversary in 2006. Over 1,000 athletes participated in 16 different sport competitions.
- Famous Alumni include medal winner KC Jones former Boston Celtic and member, NBA Hall of Fame, Lindy Remigino, 1952 Olympics Gold Medalist, 100 Meter Dash.
- An extensive publicity outreach campaign is planned each year that includes multiple press releases announcing the “Games”, print, radio and television outlets throughout the state, direct mail, internet and email marketing.
- Over 300 senior athletes and their families participate in the “Senior Social” that precedes Opening Ceremonies each year.
- Average number of “**website visits**” during a month is **4,423.5**.
- The average number of during a month is **32,627**.
- The Connecticut Senior Games Email Marketing Campaign reaches over **4,500** Connecticut residents monthly.

