

New Age Models 'R' Good Business

"A Community Effort"

Focus: To promote Fair Business Practices that are needed to maximize sales and profits for Massachusetts.

How: By launching a petition drive with a goal of 50,000 signatures. This is the beginning of a national movement and Massachusetts is the pilot state.

Goals:

- o To change, educate and update the attitudes of advertisers, the buying public, and designers.
- o To move advertisers and designers into a new market.
- o To provide job opportunities in the over 40 advertising/marketing media related community as well as other job markets.

Background: It is a well published fact that the over 40 population is expanding and now controls well over 50% of discretionary income. Twenty-five million women are over 60 years of age. The U.S. Census bureau reports that by the year 2,000 76 million men and women will be over 40 years of age. The first first Baby Boomer turns 65 in the year 2,011. Working women between the ages of 40 and 60 are the largest group of buyers.

Statement: Making the advertisers, general public and designers well aware of the over 40 buying power should encourage them to change their marketing strategies to tap the great reservoir of money that exists in this age group.

Joanne Byron

"America's New Age Model"

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Framingham, MA 01701

(617) 879-6514

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1992 MAY 28 AM 10:14

CAMBRIDGE MA.

508

MAY 26, 1992

The Honorable City Council
City Hall
Cambridge, MA
02139

GREETINGS:

Permission is requested to set up a table at Harvard Square, Cambridge, for the purpose of soliciting signatures to promote Fair Business Practices that are needed to maximize sales and profits for Massachusetts.

This is a community effort and has been endorsed by Mayor Americus Alfred E. Vellucci who is working with us.

Enclosed is a copy of our petition.

Thank you. I look forward to hearing from you.

SINCERELY,

Joanne Byron

Chairman, The New Age Models' R Good
BUSINESS Organization

H-8
Petition of Joanne Byron requesting
permission to set a table in Harvard
Square to promot Fair Business Practices
thru the collection of signatures.

Copy sent to City Manager
6/10/92 @

In City Council,

June 1, 1992

Referred to the
Calendar for
June 8, 1992
6/8/92 Vice Mayor Cyr
Amended request to
include ALL squares
in the City
Referred to the City
manager as amended
with power.