Older Is Better

A New Service Helps Older Individuals To Market Their Crafts And Handmade Products—Online

(NAPSA)—Handcrafted products created by talented older Americans have found a new home—the Internet.

A nonprofit service has been created to help older artisans—primarily from rural areas and small communities—to capitalize on the reach and market potential of the Internet.

The service, called Geezer.com, enables older individuals to market their crafts and handmade products—many of which are purchased as gifts and keepsakes—to thousands of potential Internet shoppers beyond their rural communities.

The senior artisans' crafts are organized within 16 major product categories, such as jewelry, toys, music & books, quilts, fine artwork and more. Also, the senior artisans are listed alphabetically and by state and region.

This Web site promotes opportunities for older individuals to supplement their income, launch new businesses, and increase their market exposure using the technology of the Internet.

It also contributes to the economic vitality of rural communities, promotes computer literacy among older Americans, and works to change negative stereotypes about aging.

The Web site features a short biography and photograph of each artisan, and a detailed description of their handcrafted products. For

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example, artisans Bob and Alice Johnson have done woodworking and crafts for many years and eventually started a business about 15 years ago. The Johnsons, who have been married for 48 years, create Bavarian door harps, wooden floral plates, and hand-painted Norwegian hanging wooden watches.

Geezer.com is a service of Experience Works, the largest national nonprofit organization that offers training and employment opportunities for mature workers.

To learn more about the wide range of crafts and products available—or to become a Geezer artisan—visit the Web site at www.geezer.com or call toll free 877-803-1468.