

The Active Consumer

New Approach To Old-Fashioned Shopping

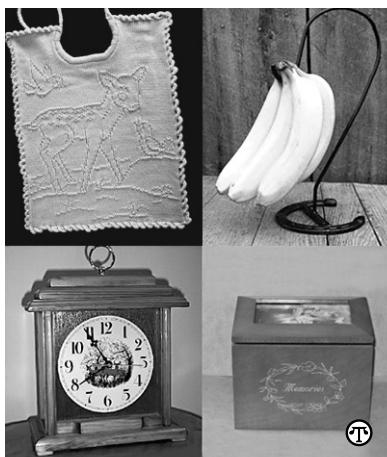
(NAPSA)—All online shopping Web sites are not the same. There is a Web site dedicated to helping seniors who are artisans, craft a new way to compete in the global marketplace.

The site, called Geezer.com, is designed to provide senior artisans and crafters with a new medium to launch and market their creative products online, and to reach a broader audience. Since the artisans who sell their products on the site are primarily from small communities across the nation; shoppers feel like they are touring the back roads of rural America.

The Web site allows the artisans to use the Internet to run a 24-hour, seven-day-a-week e-commerce business. This site also offers a small-business resource area and a discussion forum, for artisans to share stories and seek information. The artisans themselves determine the prices, they maintain their product inventory, and after a purchase is made they ship the item directly to the customer.

Visitors to Geezer.com can surf through 12,000 handcrafted products created by more than 950 senior artisans from around the nation and Puerto Rico. Geezer.com visitors can find items like: hand-knitted baby blankets, wood-burning etchings, a bluebird birdhouse whittled from old barn wood, or a hand-woven rustic willow basket.

The site offers shoppers an array of categories to choose from—including apparel, art, books, furni-



At Geezer.com, you can buy items handcrafted by older artisans from around the country.

ture, toys and games, wall decorations, and more—and features items that range in price from five dollars to thousands of dollars.

In addition to products, the artisans offer personal stories about themselves and their crafts, helping to make the site a more personal shopping experience.

Launched in 2000, Geezer.com was created by Experience Works, a national nonprofit organization dedicated to providing employment and training opportunities for older workers for more than 36 years.

For more information, visit www.geezer.com, or call 1-877-803-1468, to become a Geezer.com senior artisan. Information about Experience Works and its programs can be found at www.experienceworks.org.