

## Seniors Call For Cell Phones

(NAPSA)—The service most requested by 35 million seniors has less to do with the road to retirement than it does with calls made from the road. According to the AARP, cell phone service is the benefit its members most frequently ask for.

Statistics show American seniors are increasingly picking up cell phones, with half of Americans ages 65 to 74 now owning one, according to the Yankee Group, a leading research company. Yankee Group says four years ago, only 15 percent of people over 65 had cell phones.

The firm also reports that today's seniors aren't just using their cell phones for safety purposes—they're using them to call grandkids, stay in touch with friends and for other general purposes as well.

Many wireless companies are just now working to answer the call of this growing market by providing services that are inexpensive and relatively easy to use. One company that has been doing this for years, TracFone Wireless, caters to users of all ages, but is widely popular among seniors because it allows them to spend only what they want and only for the minutes they actually use. Unused minutes carry over from month to month and do not expire as long as the service is active.

The company's approach to wireless service is meant to make owning a phone easier and less expensive. It offers a one-year convenience card for less



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than \$90.00—under \$7.50 a month. The card includes 150 free airtime minutes and lets seniors track their airtime balance right on the phone display.

Seniors who tend to use their cell phones frequently may benefit from a new prepaid option called NET10. The plan lets people make calls to anywhere in the U.S. for 10 cents a minute for every call, including local, long-distance and roaming. Airtime cards are available in denominations of \$30, \$60, \$180 and \$300, each with varying months of service and minutes. Both of these prepaid services can be a good option for seniors who want to carry over minutes and do not want to sign a long-term contract.

Seniors can also find a number of high-tech features offered with many prepaid wireless plans including Call Waiting, Caller ID & voice mail. Text messaging is also available on most prepaid phones—another easy and affordable way for seniors to stay in touch with loved ones.

For more information on prepaid plans, visit [www.tracfone.com](http://www.tracfone.com) or [www.net10.com](http://www.net10.com).