

## 2023 Partner Programs

*Helping Businesses Offering Direct or Ancillary Services to Reach More Seniors, Their Families and Caregivers Through Value-Added Marketing*

Now in its 13th year serving Hawai‘i’s kūpuna, *Generations Magazine* is a multimedia resource that includes a bimonthly resource magazine, website ([generations808.com](http://generations808.com)), social media presence (@GenMag808), radio podcasts, Aging in Place Workshops and monthly Realities of Aging workshops. *Generations* advances trusted resources, services and products that meet the important needs of Hawai‘i’s seniors, and their families and caregivers through its **Partner Programs**, which offer extra value to advertisers — at **no additional cost**.

### GENERATIONS MAGAZINE Advertisements and Articles

Published bimonthly, *Generations Magazine (GM)* offers resourceful articles from its partners and experts in the field of aging. Advertisers, who *GM* calls its “partners,” are also given the opportunity to provide articles in their field of expertise. The magazine is distributed to over 35,000 individuals throughout the state through subscriptions and over 150 distributors, including select Zippy’s locations, Times Pharmacies, libraries and other locations that seniors frequent. *GM* also delivers complimentary copies to over 5,000 professional offices.

### GENERATIONS WEBSITE & SOCIAL MEDIA Generations808.com | @GenMag808

Generations808.com offers hundreds of private and nonprofit resources, podcasts, aging-related webinars, television productions and a statewide calendar of events. For hearing- or vision-impaired readers, text to speech and enlargeable font sizes are available. *GM*’s website reaches over 100,000 seniors and their families worldwide. *GM*’s Facebook page reaches the 50-plus age group with announcements of upcoming events, and highlights and links to *GM* articles and other need-to-know information and important information.

### GM RADIO PODCAST A Weekly Series on Aging and Senior Issues

Every Sunday morning from 8 to 9am, *GM* Publisher Percy Ihara features a *Generations*’ partner through an on-air, in-depth look at issues affecting Hawai‘i’s kūpuna on KORL-FM 101.1, online at HawaiiStream.FM and on Spectrum Channel 883. The show is also archived on *GM*’s website at [generations808.com](http://generations808.com).

### GM AGING IN PLACE WORKSHOPS Monthly and Annual Events at the Ala Moana Hotel

For over a decade, *GM* has presented annual Aging in Place Workshops featuring *GM* partners and experts in the field of aging. The 2023 workshop will be held Aug. 12. Monthly Realities of Aging workshops are scheduled from August through December. Admission to all workshops is free. Visit [generations808.com](http://generations808.com) for details. Over 1,500 attendees visited more than 50 exhibit tables at the 2022 workshop, where they talked with experts on aging face-to-face. Partners can participate as a featured speaker and/or exhibitor at a discounted rate of 30% or more.

**For advertising and partnership opportunities:**  
Cynthia Arnold: [cynthia@generations808.com](mailto:cynthia@generations808.com), 808-221-8345

**For distribution and administrative issues:**  
Publisher Percy Ihara at [Percy@Generations808.com](mailto:Percy@Generations808.com), 808-234-3117