

WISEOWLS WEBSITE RELAUNCHED: UK's first and leading older workers' organisation gets online makeover

(Note: Wiseowls has contacts with thousands of 'baby-boomers' (45-65 year olds) & we can connect you directly with their experiences & opinions; Journalists & researchers should take our details for more information on age-related employment, business & discrimination)

Wise Owls - the leading Internet-based voice of the UK's baby-boomer generation - has a new look and feel: Wiseowls' website (www.wiseowls.co.uk) now offers an online job and employee search service; business support; an extensive educational London-wide course-finder; an up to date news archive; unique research and reports on ageism alongside an older peoples' discussion board and opinion poll facility. Wiseowls' high-tech re-design makes the site easier to navigate, faster to use and, frankly, better to look at.

With our website regularly getting 100,000 + monthly page impressions, our age diversity message is increasingly being heard by employers across the UK and we are having more & more success at matching older job-seekers with new career starts. Businesses regularly use us to locate skilled, committed and experienced staff. Many employers have woken up to the fact that the growing number of 45-65 year-olds offer the highest value workforce in the UK: Knowledgeable men and women with a commitment to hard work.

The site also hosts a business support service aimed at 50+ entrepreneurs, offering Prime business start up Loan funding, subsidised business consultancy plus an online Market Place for companies run by, and for the over 45s to advertise their services to our clients.

Wiseowls vigorously campaigns to bring ageism to an end and is part of the Age Positive and TAEN networks which battle against age discrimination. Our website now carries details of our latest campaigns and information on how to get involved. Wiseowls' is currently running a campaign calling for the Government to carry out an independent audit of all public and local government agencies to find out how many over 45s are employed & recruited by the UK's largest employer and hopes to pressure the Government to stop being – as our research would indicate – the most institutionally ageist employment organisation in the UK. Wiseowls is also campaigning to support good practice among employers and to 'out' ageist companies especially those catering to the older peoples' market. We are encouraging older people to flex their economic muscle to actively persuade companies and organisations to change any ageist policies they may be pursuing – as the generation with the most disposable income we have the economic power to carry these campaigns forward.

Wiseowls is a leading provider of information, advice and guidance and training-

providers for over 45s: Our staff and trainers reflect the needs of the 'baby-boomer' generation and fully understand the barriers faced by older men and women of all ethnic groups in the UK and those with disabilities (over 50% of all disabled people in the UK are over 50).

Wisowls has undertaken some of the UK's most detailed research on ageism – results & reports are now available as downloadable documents from our site. Our research has looked into the reality of ageing & the findings have been used by many employment-related agencies including the Learning and Skills Council and Job Centre Plus in order to prioritise older peoples' work and training needs.

Key areas of the site re-design include:

- Powerful job-finding facility; Employability support; Business Start-Ups
- London-wide educational search engine for older learners; Information on e-Learning
- News; Discussion forum; Polls; Opinion-gathering
- Key facts, figures, reports into ageing and employment generally

Wisowls is currently widening its campaigning capacity by recruiting new partners, expanding its franchising operations across the UK – and potentially the rest of the EU – and by participating in age-related consortiums.

Wisowls' - formed in 1999 - remains dedicated to the following goals: To provide work for 45-65 year-olds; To combat ageism; To highlight the specific generational attitudes and experiences of 'baby-boomers' – an active, caring and progressive force in the UK and beyond.

Contact Details

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www.wisowls.co.uk – The UK's major 'baby-boomer' website