

EarthLink expands seniors marketing drive

EarthLink has expanded a marketing push to attract senior citizens who are often at the wrong end of high-tech demographics.

EarthLink and the senior advocacy group AARP Thursday added its 14th high school campus to a program called GenerationLink, which enlists high school students to tutor seniors on the ins and outs of computers and the Internet.

Brooklyn's High School of the Arts will be equipped with EarthLink high-speed Internet access so that students can show 10 selected seniors how to log on, surf the Web and send e-mails.

"The Internet can connect seniors with family and friends, new resources and information, which encourages seniors to participate with others, develop skills and meet their ever-changing needs and interests," said AARP spokesman Ed Redfern.

The program is in place in 13 other schools in eight states and will expand to the District of Columbia next week. EarthLink hopes to eventually take GenerationLink nationwide.

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