



Media Alert

FOR IMMEDIATE RELEASE
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FROM: Neighborly Care Network
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Older Americans Month Champions Choices for Independence

[St. Petersburg, FL]—America's aging population reached a turning point in 2006. One of the nation's largest generations, the baby boomers, started turning 60. According to Neighborly Care Network, as many as 78 million people constitute the baby boom generation, and they stand to make an enormous contribution to the rich character and wisdom older adults offer to all of us. "Baby boomers are among the millions of mid-life and older adults who are continuing to redefine how we age," said Sandra Narron, Neighborly Public Relations Manager. "We need to be ready for an aging population that's as multifaceted as any in our history."

This May, we will once again celebrate Older Americans Month. This year's theme, *Choices for Independence*, reflects the continued commitment of the U.S. Administration on Aging (AoA) and Neighborly Care Network to help our nation prepare for a larger aging population, and to bolster the efforts of baby boomers and older adults to achieve healthy aging. Independence for adults as they age relies on a balance of important elements: empowerment in consumer choice; healthy lifestyles that emphasize nutrition, physical activity, prevention, and active participation in one's health care; and access to the tools necessary to make informed decisions. Combined, these elements help all adults maintain the dignity they deserve, providing more opportunities to live longer independently while contributing to communities they cherish.

AoA supports the desire of older adults to live in their own homes and communities for as long as possible. Neighborly Care Network is proud to be a part of this effort. We work knowing that the combination of independence and choice are essential to the pursuit of healthy aging. Our programs cover a range of issues important to older adults, including nutrition, physical and social activity, transportation options, and self-directed care. Among current projects is a large-scale effort to modernize the services provided under the Older Americans Act to ensure dynamic, efficient service that stays in step with the changing needs of our older citizens.

Neighborly Care Network is one of many organizations working with AoA to help older Americans remain vibrant in their communities. To promote public awareness of older Americans' contributions and their role in our society, in May, Neighborly will hold special themed parties at all of our 14 Senior Dining Sites and 4 Adult Day Care Centers to celebrate not only Older Americans Month but to celebrate the 40th anniversary of Neighborly Care Network.

If you are seeking more information on how to help, or would like information for yourself or someone you care about, please call us at 727-573-9444.

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